

Nutraceutical Ingredients Market by Type (Proteins, Amino Acids, and Probiotics), Application (Food, Beverages, Animal Nutrition, Dietary Supplements, Food For Special Medical Purposes (FSMP)), Form, Function, & Region - Global Forecast to 2029

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Report description:

The global nutraceutical ingredients market is on a trajectory of significant expansion, with an estimated value projected to reach USD 136.1 billion by 2029 from the 2024 valuation of USD 105.2 billion, displaying a promising Compound Annual Growth Rate (CAGR) of 5.3%.

"Regulatory support and collaborative efforts across public and private sectors in eradicating undernourishment fuels the demand for nutraceutical ingredients market."

In order to combat widespread deficiencies, governments and non-governmental organisations (NGOs) are championing initiatives that highlight the significance of nutrition. Large-scale food fortification initiatives, for instance, have greatly increased the global adoption of fortified foods. These initiatives are supported by organisations such as PATH (Program for Appropriate Technology in Health). PATH's nutrient-fortifying rice kernels (UltraRice) initiative has proven scalable and effective in Burundi, India, Brazil, and other countries, impacting regulatory frameworks and nutritional policies. In addition to addressing nutritional deficiencies, these initiatives establish guidelines that promote the use of fortified ingredients in food processing.

Nutraceutical ingredients are becoming more and more popular in animal nutrition to improve feed formulations. Improved feed additives aim to enhance animal health, growth efficiency, and product quality, meeting the rising demand for high-quality protein sources globally.

Partnerships within the industry further accelerate market expansion. For instance, Olam Agri Holdings Pte Ltd has committed to fortifying staple foods with essential micronutrients at scale, so millions can be reached every day by 2030. Such initiatives promote the industry's dedication to sustainability and public health while accelerating the global uptake of fortified foods. The

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market is anticipated to grow further due to ongoing innovation, regulatory support, and cross-sector collaboration, solidifying nutraceutical ingredients' position as a key component of global health and wellness initiatives in the future.

"During the forecast period, the food for special medical purposes (FSMP) within the application segment is estimated to witness the highest CAGR in the nutraceutical ingredients market."

Food specially prepared to meet special, often disease- or medical-condition-related nutritional requirements of individuals is known as food for special medical purposes. The increasing prevalence of chronic diseases and disorders, such as diabetes, gastrointestinal problems, metabolic syndromes, and others, has been the primary driver for the ever-growing demand for nutraceutical ingredients in FSMP. For instance, the IDF Diabetes Atlas for 2021 estimates that 1 in 10 adults worldwide, or 537 million adults aged 20 to 79, have diabetes at present. By 2030, this number is expected to rise to 643 million, and by 2045, it is expected to reach 783 million. Among the specific health benefits that nutraceutical ingredients provide to these patient populations are symptom management, improved nutritional intake, and support for overall health.

Moreover, the prevalence of food allergies and intolerances has heightened the need for specialized FSMP formulations that are free from allergens and tailored to individual dietary restrictions. This necessitates the addition of nutraceutical ingredients that are not only safe but have the efficacy to meet nutritional requirements without adverse reactions. Regulatory agencies, which provide support through developments in medical nutrition therapies, are also boosting this segment by ensuring that stringent health standards are met while allowing innovations in ingredient formulation.

"High healthcare costs driving demand for preventive healthcare have positioned the US in North America region as the dominant market in the nutraceutical ingredients market."

The US holds a dominant position in the North American nutraceutical ingredients market. There is a great need for preventive healthcare solutions due to the high cost of healthcare in the country. According to a piece by the PETER G. Peterson Foundation, US healthcare spending hit USD 4.5 trillion in 2022, or USD 13,493 per person, much more than in other wealthy countries. Due to such high healthcare costs, Americans are encouraged to spend money on nutraceutical ingredients and other preventive measures in order to maintain their health and lower their long-term medical costs.

A 2023 CRN Consumer Survey on Dietary Supplements stated that 74 percent of US adults take dietary supplements, with 55 percent among them taking them regularly. This simply indicates the importance of dietary supplements in promoting health in the nation. The desire for proactive health management in the face of rising healthcare costs and rising consumer awareness are the driving forces behind this widespread use. This growth is also supported by strong research and development activities and a very encouraging regulatory environment that allows innovation in health products. Businesses in the US are better able to develop and commercialize innovative nutraceutical ingredients because of their sophisticated infrastructure and highly qualified workforce.

The break-up of the profile of primary participants in the nutraceutical ingredients market:

- By Company Type: Tier 1 - 51%, Tier 2 - 26%, and Tier 3 - 23%
- By Designation: CXO's - 24%, Managers - 43%, Executives- 33%
- By Region: North America - 25%, Europe - 20%, Asia Pacific - 45%, South America - 5%, and Rest of the World -5%

Prominent companies include Cargill, Incorporated (US), ADM (US), International Flavors & Fragrances Inc. (US), BASF SE (Germany), Arla Foods a.m.b.a (Denmark), Associated British Foods plc (UK), dsm-firmenich (Switzerland), Ingredion (US), Tate & Lyle (UK), Ajinomoto Co., Inc. (Japan), and Chr. Hansen A/S (Denmark).

Research Coverage:

This research report categorizes the nutraceutical ingredients market by applications (food, beverages, animal nutrition, dietary supplements, and foods for special medical purposes (FSMP)), type (proteins, amino acids, fibers & specialty carbohydrates, probiotics, phytochemicals & plant extracts, prebiotics, functional fats & oils, vitamins, minerals, carotenoids, and other types), form (dry and liquid), function (qualitative), and region (North America, Europe, Asia Pacific, South America, and Rest of the World).

The report covers information about the key factors, such as drivers, restraints, opportunities, and challenges impacting the growth of the nutraceutical ingredients market. It also provides a detailed analysis of the major players in the market including their business overview, products offered; key strategies; partnerships, new product launches, expansions, and acquisitions. Competitive benchmarking of upcoming startups in the nutraceutical ingredients market is covered in this report.

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Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall nutraceutical ingredients market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (Growing demand for fortified food due to increased health consciousness among consumers), restraints (Higher costs of fortified products dissuade large-scale usage and adoption), opportunities (Nutraceuticals as alternatives for pharmaceuticals), and challenges (Combating counterfeiting in the nutraceutical industry) influencing the growth of the nutraceutical ingredients market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the nutraceutical ingredients market.
- Market Development: Comprehensive information about lucrative markets - the report analyses the nutraceutical ingredients market across varied regions.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the nutraceutical ingredients market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players such as Cargill, Incorporated (US), ADM (US), International Flavors & Fragrances Inc. (US), BASF SE (Germany), Arla Foods a.m.b.a. (Denmark), Associated British Foods plc (UK), dsm-firmenich (Switzerland), Ingredion (US), Tate & Lyle (UK), Ajinomoto Co., Inc. (Japan), and Chr. Hansen A/S (Denmark) among others in the nutraceutical ingredients market strategies. The report also helps stakeholders understand the nutraceutical ingredients market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Table of Contents:

1□INTRODUCTION□	51
1.1□STUDY OBJECTIVES□	51
1.2□MARKET DEFINITION□	52
1.3□STUDY SCOPE□	52
1.3.1□MARKET SEGMENTATION□	53
1.3.2□INCLUSIONS & EXCLUSIONS□	54
1.3.3□YEARS CONSIDERED□	55
1.4□UNIT CONSIDERED□	56
1.4.1□CURRENCY CONSIDERED□	56
1.4.2□VOLUME UNIT CONSIDERED□	57
1.5□STAKEHOLDERS□	57
1.6□SUMMARY OF CHANGES□	58
2□RESEARCH METHODOLOGY□	59
2.1□RESEARCH DATA□	59
2.1.1□SECONDARY DATA□	60
2.1.1.1□Key data from secondary sources□	60
2.1.2□PRIMARY DATA□	61
2.1.2.1□Key data from primary sources□	61
2.1.2.2□Key insights from industry experts□	62
2.1.2.3□Breakdown of primary interviews□	62
2.2□MARKET SIZE ESTIMATION□	63
2.2.1□BOTTOM-UP APPROACH□	63

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2.2.2	TOP-DOWN APPROACH	65
2.2.3	SUPPLY-SIDE ANALYSIS	65
2.2.4	DEMAND-SIDE ANALYSIS	66
2.3	DATA TRIANGULATION	68
2.4	RESEARCH ASSUMPTIONS	69
2.5	LIMITATIONS AND RISK ASSESSMENT	70
3	EXECUTIVE SUMMARY	71
4	PREMIUM INSIGHTS	78
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN NUTRACEUTICAL INGREDIENTS MARKET	78
4.2	ASIA PACIFIC NUTRACEUTICAL INGREDIENTS MARKET, BY KEY TYPE AND COUNTRY	79
4.3	NUTRACEUTICAL INGREDIENTS MARKET: REGIONAL SNAPSHOT	79
4.4	NUTRACEUTICAL INGREDIENTS MARKET, BY TYPE AND REGION	80
4.5	NUTRACEUTICAL INGREDIENTS MARKET, BY APPLICATION AND REGION	81
4.6	NUTRACEUTICAL INGREDIENTS MARKET, BY FORM AND REGION	82
5	MARKET OVERVIEW	83
5.1	INTRODUCTION	83
5.2	MACROECONOMIC INDICATORS	83
5.2.1	DEVELOPMENTS IN RETAIL INDUSTRY	83
5.2.2	RISE IN NUMBER OF DUAL-INCOME HOUSEHOLDS	84
5.3	MARKET DYNAMICS	85
5.3.1	DRIVERS	85
5.3.1.1	Growing demand for fortified food due to increased health consciousness	85
5.3.1.2	Rising incidences of chronic diseases	87
5.3.1.3	Mandates on food fortification by government organizations	88
5.3.1.4	Rise in awareness about feed quality	92
5.3.1.5	Increase in personalized nutrition trends	92
5.3.1.6	Rise in digital health platforms and wearable & implantable technologies	93
5.3.2	RESTRAINTS	94
5.3.2.1	Higher costs of fortified products dissuade large-scale usage and adoption	94
5.3.3	OPPORTUNITIES	95
5.3.3.1	Rising use of nutraceuticals as alternatives for pharmaceuticals	95
5.3.3.2	Alternative sources to obtain functional fats & oils	96
5.3.4	CHALLENGES	97
5.3.4.1	Proliferation of counterfeit products	97
5.3.4.2	Lack of consistency in regulations pertaining to various ingredients	98
6	INDUSTRY TRENDS	100
6.1	INTRODUCTION	100
6.2	TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES	101
6.3	PRICING ANALYSIS	101
6.3.1	AVERAGE SELLING PRICE TREND, BY TYPE	101
6.3.2	AVERAGE SELLING PRICE TREND, BY REGION	102
6.4	VALUE CHAIN ANALYSIS	104
6.4.1	RAW MATERIAL SOURCING	104
6.4.2	PRODUCTION & PROCESSING	105
6.4.3	DISTRIBUTION	105
6.4.4	END USERS	105
6.5	ECOSYSTEM	105

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6.5.1	DEMAND SIDE	105
6.5.1.1	Ingredient manufacturers	105
6.5.1.2	Technology providers	106
6.5.1.3	Start-ups/emerging companies	106
6.5.2	SUPPLY SIDE	106
6.5.2.1	Regulatory bodies	106
6.5.2.2	End users	107
6.6	TECHNOLOGY ANALYSIS	109
6.6.1	KEY TECHNOLOGIES	109
6.6.1.1	CRISPR and gene editing	109
6.6.2	COMPLEMENTARY TECHNOLOGIES	109
6.6.2.1	Microencapsulated powder for probiotic action in food products	109
6.6.2.2	Robotics leading to innovations in market	110
6.6.2.3	Hologram sciences-platform for personalized nutrition and advice	110
6.6.3	ADJACENT TECHNOLOGIES	110
6.6.3.1	3D printing	110
6.7	PATENT ANALYSIS	111
6.8	TRADE ANALYSIS	116
6.8.1	EXPORT SCENARIO OF NUTRACEUTICAL INGREDIENTS	116
6.8.1.1	Import scenario of nutraceutical ingredients	117
6.9	KEY CONFERENCES AND EVENTS, 2024-2025	119
6.10	TARIFF AND REGULATORY LANDSCAPE	120
6.10.1	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	120
6.10.2	REGULATORY FRAMEWORK	123
6.10.2.1	Organizations/Regulations governing nutraceutical ingredients market	123
6.10.2.2	North America	125
6.10.2.2.1	Canada	125
6.10.2.2.2	US	125
6.10.2.2.3	Mexico	125
6.10.2.3	European Union (EU)	125
6.10.2.4	Asia Pacific	125
6.10.2.4.1	Japan	125
6.10.2.4.2	China	126
6.10.2.4.3	India	126
6.10.2.4.4	Australia & New Zealand	126
6.10.2.5	Rest of the World (RoW)	126
6.10.2.5.1	Brazil	126
6.10.2.6	Probiotics	126
6.10.2.6.1	Introduction	126
6.10.2.6.2	National/International bodies for safety standards and regulations	127
6.10.2.6.3	North America: Regulatory environment analysis	127
6.10.2.6.4	Europe: Regulatory environment analysis	129
6.10.2.6.5	Asia Pacific: Regulatory environment analysis	129
6.10.2.6.6	South America: Regulatory environment analysis	130
?		
6.10.2.7	Prebiotics	131
6.10.2.7.1	Introduction	131

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6.10.2.7.2	Asia Pacific	131
6.10.2.7.3	North America	132
6.10.2.7.4	European Union	133
6.11	PORTER'S FIVE FORCES ANALYSIS	134
6.11.1	INTENSITY OF COMPETITIVE RIVALRY	135
6.11.2	THREAT OF NEW ENTRANTS	135
6.11.3	THREAT OF SUBSTITUTES	136
6.11.4	BARGAINING POWER OF SUPPLIERS	136
6.11.5	BARGAINING POWER OF BUYERS	136
6.12	KEY STAKEHOLDERS AND BUYING CRITERIA	137
6.12.1	KEY STAKEHOLDERS IN BUYING PROCESS	137
6.12.2	BUYING CRITERIA	138
6.13	CASE STUDY ANALYSIS	139
6.13.1	FRUNUTTA STARTED OFFERING EASY-TO-USE AND EFFICIENT-TO-TAKE VITAMIN AND MINERAL PILLS THAT DISSOLVE INSTANTLY	139
6.13.2	MAGNITUDE BIOSCIENCES AND AB BIOTEK HNH EVALUATED PROBIOTIC DEVELOPMENT WITH ETHICAL AND HIGH-THROUGHPUT TESTING	140
6.13.3	ROQUETTE FRERES ACHIEVED COMPLETE AMINO ACID PROFILE WITH NUTRALYS PEA PROTEIN	140
6.14	INVESTMENT AND FUNDING SCENARIO	141
6.15	IMPACT OF GEN AI ON FOOD & BEVERAGE INGREDIENTS/ADDITIVES	141
6.15.1	USE OF GEN AI IN FOOD & BEVERAGE INGREDIENTS/ADDITIVES	142
6.15.2	CASE STUDIES FOR GENERATIVE AI IN FOOD & BEVERAGE INGREDIENTS/ADDITIVES	143
6.15.2.1	Flavor and ingredient innovation	143
6.15.2.2	AI-enabled digital tools for consumer understanding and product development	143
6.15.2.3	Personalized AI-developed nutrition platform	144
6.15.2.4	AI and cloud technology to address challenges in F&B industry	145
6.15.3	IMPACT OF GENERATIVE AI/AI ON NUTRACEUTICAL INGREDIENTS MARKET	145
6.15.4	ADJACENT ECOSYSTEM WORKING ON GENERATIVE AI	146
7	NUTRACEUTICAL INGREDIENTS MARKET, BY TYPE	147
7.1	INTRODUCTION	148
7.2	PROTEINS	152
7.3	AMINO ACIDS	155
7.3.1	BRANCHED CHAIN AMINO ACIDS	158
7.3.1.1	Leucine	160
7.3.1.2	Isoleucine	161
7.3.1.3	Valine	162
7.3.2	LYSINE	162
7.3.3	METHIONINE	163
7.3.4	THREONINE	164
7.3.5	TRYPTOPHAN	165
7.3.6	GLUTAMIC ACID	166
7.3.7	PHENYLALANINE	167
7.3.8	OTHER AMINO ACID TYPES	168
7.4	FIBERS & SPECIALTY CARBOHYDRATES	169
7.5	PROBIOTICS	172
7.6	PHYTOCHEMICALS & PLANT EXTRACTS	175
7.7	PREBIOTICS	177

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7.8	FUNCTIONAL FATS & OILS	180
7.8.1	POLYUNSATURATED FATTY ACIDS (PUFAS)	183
7.8.1.1	Omega-3 fatty acids	184
7.8.1.2	Omega-6 fatty acids	185
7.8.1.3	Conjugated Linoleic Acid (CLA)	186
7.8.2	OMEGA-9 FATTY ACIDS	187
7.8.3	MEDIUM CHAIN TRIGLYCERIDES	188
7.8.4	OTHER FUNCTIONAL FATS & OILS	189
7.9	VITAMINS	190
7.9.1	VITAMIN A	197
7.9.2	VITAMIN B	198
7.9.3	VITAMIN C	199
7.9.4	VITAMIN D	199
7.9.5	VITAMIN E	200
7.9.6	VITAMIN K	201
7.10	MINERALS	202
7.11	CAROTENOIDS	206
7.11.1	LUTEIN	209
7.11.2	ASTAXANTHIN	210
7.11.3	ZEAXANTHIN	212
7.11.4	B-CAROTENE	213
7.11.5	LYCOPENE	214
7.11.6	OTHER CAROTENOIDS	215
7.12	OTHER TYPES	216
8	NUTRACEUTICAL INGREDIENTS MARKET, BY APPLICATION	219
8.1	INTRODUCTION	220
8.2	FOOD	222
8.2.1	TECHNOLOGICAL ADVANCEMENTS IN FOOD PROCESSING EQUIPMENT, HIGH HEALTHCARE COSTS, AND INCREASED INCIDENCES OF CHRONIC DISEASE TO DRIVE MARKET	222
8.2.2	BAKERY & SNACKS	223
8.2.3	CONFECTIONERY	224
8.2.4	DAIRY	225
8.2.5	MEAT & MEAT PRODUCTS	225
8.2.6	BABY FOOD	226
8.2.7	OTHER FOOD PRODUCTS	227
8.3	BEVERAGES	228
8.3.1	RIISING HEALTH-CONSCIOUSNESS, HECTIC LIFESTYLES OF WORKING POPULATION, AND GROWING INCLINATION TOWARD HEALTHY BEVERAGES TO PROPEL MARKET	228
8.3.2	ENERGY DRINKS	229
8.3.3	JUICES	230
8.3.4	HEALTH DRINKS	231
8.4	ANIMAL NUTRITION	231
8.4.1	INCREASE IN DEMAND FOR ANIMAL HEALTH AND NUTRITION TO FUEL DEMAND FOR NUTRACEUTICAL INGREDIENTS IN ANIMAL NUTRITION	231
8.4.2	AMINO ACID IN ANIMAL NUTRITION	232
8.5	DIETARY SUPPLEMENTS	233
8.5.1	CONSUMER AWARENESS AND GROWING INCLINATION TOWARD INITIATIVE-TAKING HEALTH MANAGEMENT TO FOSTER	

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MARKET GROWTH 233

8.6 FOOD FOR SPECIAL MEDICAL PURPOSES (FSMP) 234

8.6.1 ADVANCEMENTS IN MEDICAL RESEARCH, INCREASING AWARENESS ABOUT CLINICAL NUTRITION, AND CONTINUOUS EMERGENCE OF NEW MEDICAL CONDITIONS TO BOOST MARKET GROWTH 234

9 NUTRACEUTICAL INGREDIENTS MARKET, BY FORM 236

9.1 INTRODUCTION 237

9.2 DRY 238

9.2.1 SUPERIOR STABILITY, CONVENIENT HANDLING, AND LONGER SHELF-LIFE TO FUEL DEMAND FOR DRY FORM OF INGREDIENTS 238

9.3 LIQUID 239

9.3.1 EASE OF CONSUMPTION AND FASTER ABSORPTION RATES TO FOSTER DEMAND FOR LIQUID FORM OF INGREDIENTS 239

10 NUTRACEUTICAL INGREDIENTS MARKET, BY FUNCTION 241

10.1 INTRODUCTION 241

10.2 ADDITIONAL SUPPLEMENTS 243

10.2.1 NEED TO ADDRESS SPECIFIC DEFICIENCIES, MANAGE HEALTH CONDITIONS, AND ENHANCE PHYSICAL APPEARANCE TO BOOST MARKET GROWTH 243

10.2.2 NUTRITION 244

10.2.3 WEIGHT MANAGEMENT 244

10.2.4 SKIN HEALTH 245

10.3 MEDICINAL SUPPLEMENTS 246

10.3.1 INCREASING CONSUMER AWARENESS ABOUT PREVENTIVE HEALTHCARE AND RISING INCIDENCES OF LIFESTYLE-RELATED DISEASES TO DRIVE MARKET 246

10.3.2 GUT HEALTH 246

10.3.3 HEART HEALTH 247

10.3.4 BONE HEALTH 248

10.3.5 IMMUNITY 249

10.3.6 EYE HEALTH 249

10.3.7 OTHER MEDICAL SUPPLEMENTS 249

10.4 SPORTS NUTRITION 250

10.4.1 INCREASED NUTRIENT REQUIREMENTS DUE TO DEMANDING PHYSICAL ACTIVITIES TO DRIVE DEMAND 250

11 NUTRACEUTICAL INGREDIENTS MARKET, BY REGION 252

11.1 INTRODUCTION 253

11.2 NORTH AMERICA 256

11.2.1 US 266

11.2.1.1 Increased consumer demand for fortified food & beverages and rising healthcare costs to drive market 266

11.2.2 CANADA 273

11.2.2.1 High prevalence of inadequate vitamin D and calcium levels, rising food industry, and growing consumer health awareness to propel market 273

11.2.3 MEXICO 280

11.2.3.1 Rise in per capita expenditure on nutritious and healthy foods to fuel demand for nutraceutical ingredients 280

11.3 EUROPE 287

11.3.1 GERMANY 296

11.3.1.1 Growing dietary supplement industry and focus on functional foods to address health concerns to boost market growth 296

11.3.2 UK 303

11.3.2.1 Rising awareness regarding healthy diet and increasing demand for dietary ingredients to drive market 303

11.3.3 FRANCE 310

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11.3.3.1	Increased health awareness and strategic government initiatives to foster market	310
11.3.4	ITALY	317
11.3.4.1	High consumption of food supplements and functional foods, widespread acceptance of probiotic products, and rising awareness of associated health benefits to accelerate market growth	317
11.3.5	SPAIN	324
11.3.5.1	Increased pork production to drive market growth	324
11.3.6	REST OF EUROPE	331
11.4	ASIA PACIFIC	337
11.4.1	CHINA	347
11.4.1.1	Growing 'punk nutrition' trend coupled with changing lifestyles to progress market growth	347
11.4.2	INDIA	354
11.4.2.1	Emphasis on preventive healthcare due to rising hospitalization costs to foster market growth	354
11.4.3	JAPAN	361
11.4.3.1	Weather conditions being suitable for microbial growth and focus on fortified foods to boost market growth	361
11.4.4	AUSTRALIA & NEW ZEALAND	368
11.4.4.1	Changing lifestyles, increased purchasing power, and rising spending on nutritional foods to accelerate market growth	368
11.4.5	REST OF ASIA PACIFIC	375
11.5	SOUTH AMERICA	381
11.5.1	BRAZIL	390
11.5.1.1	Improved health consciousness, growing urbanization, health consciousness, and escalating obesity rates to propel market	390
11.5.2	ARGENTINA	397
11.5.2.1	Prevalence of malnutrition and need for nutritious diet to drive market growth	397
11.5.3	REST OF SOUTH AMERICA	404
11.6	REST OF THE WORLD (ROW)	411
11.6.1	MIDDLE EAST	420
11.6.1.1	Increased demand for healthy food amid rising health concerns to foster market growth	420
11.6.2	AFRICA	427
11.6.2.1	Government initiatives for fortification of food with essential vitamins and minerals to boost market growth	427
12	COMPETITIVE LANDSCAPE	434
12.1	OVERVIEW	434
12.2	KEY PLAYER STRATEGIES/RIGHT TO WIN	435
12.3	REVENUE ANALYSIS	438
12.4	MARKET SHARE ANALYSIS, 2023	439
12.4.1	MARKET RANKING ANALYSIS	440
12.5	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	442
12.5.1	STARS	442
12.5.2	EMERGING LEADERS	443
12.5.3	PERVASIVE PLAYERS	443
12.5.4	PARTICIPANTS	443
12.5.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	445
12.5.5.1	Company footprint	445
12.5.5.2	Regional footprint	446
12.5.5.3	Type footprint	447
12.5.5.4	Application footprint	448
12.5.5.5	Form footprint	449

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12.6	COMPANY EVALUATION MATRIX: START-UPS/SMES, 2023	450
12.6.1	PROGRESSIVE COMPANIES	450
12.6.2	RESPONSIVE COMPANIES	450
12.6.3	DYNAMIC COMPANIES	450
12.6.4	STARTING BLOCKS	450
12.6.5	COMPETITIVE BENCHMARKING: START-UPS/SMES, 2023	452
12.6.5.1	Key start-ups/SMEs	452
12.6.5.2	Competitive benchmarking of key start-ups/SMEs	453
12.7	COMPANY VALUATION AND FINANCIAL METRICS	453
12.8	BRAND/PRODUCT COMPARISON	456
12.9	COMPETITIVE SCENARIO AND TRENDS	458
12.9.1	PRODUCT LAUNCHES AND ENHANCEMENTS	458
12.9.2	DEALS	464
12.9.3	EXPANSIONS	476
12.9.4	OTHER DEALS/DEVELOPMENTS	484
13	COMPANY PROFILES	486
13.1	KEY PLAYERS	486
13.1.1	CARGILL, INCORPORATED	486
13.1.1.1	Business overview	486
13.1.1.2	Products/Solutions/Services offered	487
13.1.1.3	Recent developments	490
13.1.1.3.1	Deals	490
13.1.1.3.2	Other deals/developments	491
13.1.1.4	MnM view	492
13.1.1.4.1	Right to win	492
13.1.1.4.2	Strategic choices made	492
13.1.1.4.3	Weaknesses and competitive threats	492
13.1.2	ADM	493
13.1.2.1	Business overview	493
13.1.2.2	Products/Solutions/Services offered	494
13.1.2.3	Recent developments	497
13.1.2.3.1	Product launches	497
13.1.2.3.2	Deals	497
13.1.2.3.3	Other deals/developments	500
13.1.2.4	MnM view	502
13.1.2.4.1	Right to win	502
13.1.2.4.2	Strategic choices made	502
13.1.2.4.3	Weaknesses and competitive threats	502
13.1.3	INTERNATIONAL FLAVORS & FRAGRANCES INC.	503
13.1.3.1	Business overview	503
13.1.3.2	Products/Solutions/Services offered	504
13.1.3.3	Recent developments	508
13.1.3.3.1	Product launches	508
13.1.3.3.2	Deals	509
13.1.3.3.3	Other deals/developments	510
13.1.3.4	MnM view	511
13.1.3.4.1	Right to win	511

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- 13.1.3.4.2 Strategic choices made 511
- 13.1.3.4.3 Weaknesses and competitive threats 511
- 13.1.4 BASF SE 512
- 13.1.4.1 Business overview 512
- 13.1.4.2 Products/Solutions/Services offered 513
- 13.1.4.3 Recent developments 516
- 13.1.4.3.1 Product launches and enhancements 516
- 13.1.4.3.2 Deals 516
- 13.1.4.3.3 Other deals/developments 517
- 13.1.4.4 MnM view 518
- 13.1.4.4.1 Right to win 518
- 13.1.4.4.2 Strategic choices made 518
- 13.1.4.4.3 Weaknesses and competitive threats 518
- 13.1.5 ARLA FOODS AMBA 519
- 13.1.5.1 Business overview 519
- 13.1.5.2 Products/Solutions/Services offered 520
- 13.1.5.3 Recent developments 523
- 13.1.5.3.1 Product launches 523
- 13.1.5.3.2 Deals 523
- 13.1.5.3.3 Other deals/developments 525
- 13.1.5.4 MnM view 525
- 13.1.5.4.1 Right to win 525
- 13.1.5.4.2 Strategic choices made 525
- 13.1.5.4.3 Weaknesses and competitive threats 526
- 13.1.6 DSM-FIRMENICH 527
- 13.1.6.1 Business overview 527
- 13.1.6.2 Products/Solutions/Services offered 528
- 13.1.6.3 Recent developments 531
- 13.1.6.3.1 Product launches 531
- 13.1.6.3.2 Deals 532
- 13.1.6.4 MnM view 533
- 13.1.7 INGREDION 534
- 13.1.7.1 Business overview 534
- 13.1.7.2 Products/Solutions/Services offered 535
- 13.1.7.3 Recent developments 536
- 13.1.7.3.1 Product launches 536
- 13.1.7.3.2 Deals 537
- 13.1.7.3.3 Other deals/developments 538
- 13.1.7.4 MnM view 539
- ?
- 13.1.8 TATE & LYLE 540
- 13.1.8.1 Business overview 540
- 13.1.8.2 Products/Solutions/Services offered 541
- 13.1.8.3 Recent developments 542
- 13.1.8.3.1 Product launches 542
- 13.1.8.3.2 Deals 542
- 13.1.8.3.3 Other deals/developments 544

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- 13.1.8.4 MnM view 546
- 13.1.9 AJINOMOTO CO., INC. 547
 - 13.1.9.1 Business overview 547
 - 13.1.9.2 Products/Solutions/Services offered 548
 - 13.1.9.3 Recent developments 549
 - 13.1.9.3.1 Deals 549
 - 13.1.9.3.2 Other deals/developments 549
 - 13.1.9.4 MnM view 550
- 13.1.10 ASSOCIATED BRITISH FOODS PLC 551
 - 13.1.10.1 Business overview 551
 - 13.1.10.2 Products/Solutions/Services offered 552
 - 13.1.10.3 Recent developments 554
 - 13.1.10.3.1 Deals 554
 - 13.1.10.4 MnM view 555
- 13.1.11 CHR. HANSEN A/S 556
 - 13.1.11.1 Business overview 556
 - 13.1.11.2 Products/Solutions/Services offered 557
 - 13.1.11.3 Recent developments 558
 - 13.1.11.3.1 Product launches and enhancements 558
 - 13.1.11.3.2 Deals 559
 - 13.1.11.3.3 Other deals/developments 561
 - 13.1.11.4 MnM view 562
- 13.1.12 KYOWA KIRIN CO., LTD 563
 - 13.1.12.1 Business overview 563
 - 13.1.12.2 Products/Solutions/Services offered 564
 - 13.1.12.3 Recent developments 564
 - 13.1.12.4 MnM view 564
- 13.1.13 GLANBIA PLC 565
 - 13.1.13.1 Business overview 565
 - 13.1.13.2 Products/Solutions/Services offered 566
 - 13.1.13.3 Recent developments 568
 - 13.1.13.3.1 Product launches 568
 - 13.1.13.3.2 Deals 569
 - 13.1.13.3.3 Other deals/developments 569
 - 13.1.13.4 MnM view 570
- 13.1.14 FONTERRA CO-OPERATIVE GROUP LIMITED 571
 - 13.1.14.1 Business overview 571
 - 13.1.14.2 Products/Solutions/Services offered 572
 - 13.1.14.3 Recent developments 573
 - 13.1.14.3.1 Deals 573
 - 13.1.14.4 MnM view 573
- 13.1.15 KERRY GROUP PLC 574
 - 13.1.15.1 Business overview 574
 - 13.1.15.2 Products/Solutions/Services offered 575
 - 13.1.15.3 Recent developments 577
 - 13.1.15.3.1 Product launches 577
 - 13.1.15.3.2 Deals 577

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13.1.15.3.3	Other deals/developments	578
13.1.15.4	MnM view	579
13.2	OTHER PLAYERS	580
13.2.1	DIVI'S LABORATORIES LIMITED	580
13.2.1.1	Business overview	580
13.2.1.2	Products/Solutions/Services offered	581
13.2.1.3	Recent developments	582
13.2.1.3.1	Product launches	582
13.2.1.4	MnM view	583
13.2.2	ROQUETTE FRERES	584
13.2.2.1	Business overview	584
13.2.2.2	Products/Solutions/Services offered	584
13.2.2.3	Recent developments	585
13.2.2.3.1	Product launches and enhancements	585
13.2.2.3.2	Other deals/developments	586
13.2.2.4	MnM view	586
13.2.3	BENEO	587
13.2.3.1	Business overview	587
13.2.3.2	Products/Solutions/Services offered	587
13.2.3.3	Recent developments	589
13.2.3.3.1	Other deals/developments	589
13.2.3.4	MnM view	589
13.2.4	KEMIN INDUSTRIES, INC.	590
13.2.4.1	Business overview	590
13.2.4.2	Products/Solutions/Services offered	590
13.2.4.3	Recent developments	592
13.2.4.3.1	Product enhancements	592
13.2.4.3.2	Other deals/developments	593
13.2.4.4	MnM view	593
?		
13.2.5	GOLDEN GRAIN GROUP LIMITED	594
13.2.5.1	Business overview	594
13.2.5.2	Products/Solutions/Services offered	594
13.2.5.3	Recent developments	595
13.2.5.4	MnM view	595
13.2.6	COSUCRA	596
13.2.7	PURIS	597
13.2.8	PROEON	598
13.2.9	CONAGEN, INC.	599
13.2.10	CHICKP	600
14	ADJACENT & RELATED MARKETS	601
14.1	INTRODUCTION	601
14.2	RESEARCH LIMITATIONS	601
14.3	DIETARY SUPPLEMENTS MARKET	601
14.3.1	MARKET DEFINITION	601
14.3.2	MARKET OVERVIEW	602
14.3.3	DIETARY SUPPLEMENTS MARKET, BY TARGET CONSUMER	602

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14.3.4	DIETARY SUPPLEMENTS MARKET, BY REGION	603
14.4	HEALTH INGREDIENTS MARKET	604
14.4.1	MARKET DEFINITION	604
14.4.2	MARKET OVERVIEW	604
14.4.3	HEALTH INGREDIENTS MARKET, BY SOURCE	605
14.4.4	HEALTH INGREDIENTS MARKET, BY REGION	606
15	APPENDIX	607
15.1	DISCUSSION GUIDE	607
15.2	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	614
15.3	CUSTOMIZATION OPTIONS	616
15.4	RELATED REPORTS	616
15.5	AUTHOR DETAILS	617

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