

Nutritional Supplements

Impact of Changing Lifestyles

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This report analyses the total market for nutritional supplements and other healthcare products with discussion of major segments of the industry, of which focus is on vitamins growth. It also talks about demand in United States, Europe and Asian markets and changing needs and preferences according to developing standard of living. Report also highlights recent industry trends, driving factors and competition in the sector.

Global Nutritional Supplement Industry

The Food additives have a strong influence in the human nutrition and health industry, it is mainly a mature market dominated by mature economies. The global nutrition and health market has reached to US~ billion, which is around 10% of the total consumer food market. Europe, United States and Japan represent the largest share of the market. The industry structure is highly fragmented caters to a very large number and variety of products that fall under the food additives umbrella.

The global nutritional supplement market has reached to approximately US\$~ billion, which is growing steadily. Speciality nutritional supplement is one of the segments of the overall nutritional supplement market which is estimated to be worth US\$~ billion and growing slowly. Food and feed ingredients are two major categories of the nutritional supplements which include vitamins, carotenoids and speciality additives.

Figure 1.2: Nutritional Supplements Market Worldwide (US\$ Billions)

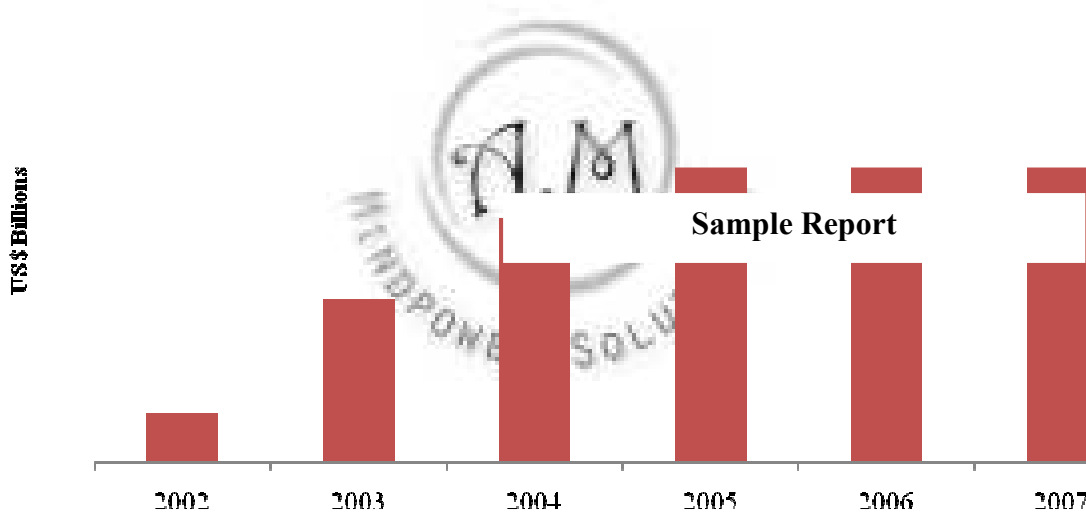
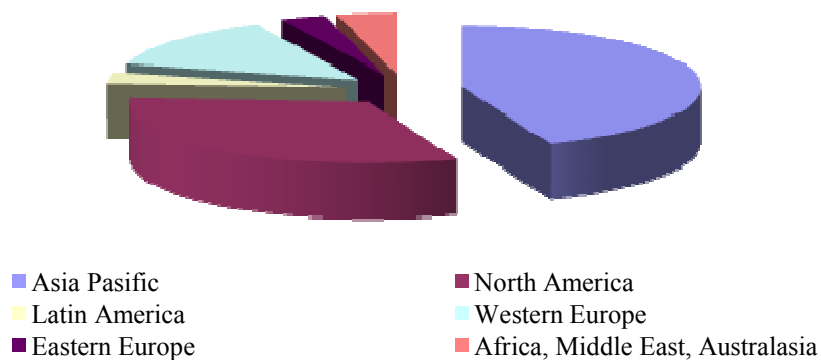


Figure 1.3: Health and Nutrition Market by Geography



Globally, Vitamins and dietary supplements make up US\$~ billion of revenues. Ageing population is the strongest factor driving sales of the industry, due to health concerns and growing age related diseases. Vitamin A, B, C and E are the major products in the vitamin market. There is a stiff competition in the market with changes in regulations; mainly in Europe and increasing competition from low cost Asian suppliers have given a tough time to the vitamin producers.

Pediatric nutrition is composed of infant formula and children's nutrition. The market in 2008 was estimated to be about US\$~ billion in size, up from US\$~ billion in 2007 and continuing to grow.

In 2007 the global sports nutrition supplement market was valued at \$~ billion which fell in 2008 and reached to US\$~ billion but in near future it will regain the growth rate. Teenagers are the primary consumers, accounting for nearly 30% of growth.

Market by Geography

United States

In United States, retail market for nutritional supplements has grown at a compound annual rate of 8.4% from 1990 to 2007, which gives a strong outlook to the industry demand. This industry is highly fragmented with every player accounting for less than 10% of the market share.

Latin America consumes more vitamins compared to dietary supplements; in 2007 vitamin sales was US\$~ billion and dietary supplements sales reached to US\$~million in the same year.

Europe Market

Europe counts in one of the largest segment contributing in the growth of dietary supplements market. Western Europe's developed market makes it largest market for dietary supplements in Europe whereas Eastern Europe is a developing segment; dietary supplements sales reached to US\$~ billion in 2007. Australia is a sophisticated market for nutritional supplements and complementary healthcare products.

Asia

The supplement market in South East Asian (ASEAN) is approximately at US\$~ billion and expected to grow by 10% year-on-year. ASEAN collectively has a population of about 500 million people and consists of Malaysia, Indonesia, Thailand, Vietnam, the Philippines, Brunei, Cambodia, Laos, Burma, and Singapore.