Asia Pacific Probiotic (Nutraceuticals) Market By Application, and By Geography- Trends and Forecast up to 2019

Description:
Asia Pacific Probiotic (Nutraceuticals) Market By Application (Functional food, Functional Beverages, Animal Feed, Dietary Supplements, Personal care) and By Geography- Trends and Forecast up to 2019

The Asia-Pacific Probiotics (Nutraceuticals) market is estimated to grow at a CAGR of 8.0% from 2014 to 2019. The Asia-Pacific consumers are increasingly becoming aware about their health and nutrition. This is mainly due to the changing lifestyles of the growing middle-class population. The rise in the purchasing power of this middle-income population enables them to spend on Probiotics (Nutraceuticals) products, which cater to the problems related to their dynamic lifestyles. The altering lifestyle-based growth in Probiotics (Nutraceuticals) products in this region shows the growing market for Probiotics ingredients. The increase in demand for functional products is directly proportionate to the rise in the demand for Probiotics ingredients.

In this report, the Asia-Pacific Probiotics (Nutraceuticals) market has been broadly discussed by its applications such as Functional Food, Functional Beverages, Dietary Supplement, Animal Nutrition, and Personal Care. The Functional Beverages market is estimated to grow at the highest CAGR from 2014 to 2019. The rapid rate of globalization in the developing countries of the Asia-Pacific region is boosting the need of Probiotics in the food and beverage industry.

Japan is the largest Probiotics (Nutraceuticals) market among the Asia-Pacific countries with a market share of 41.87% followed by China and India. China accounted for the highest CAGR for the estimated period. The increasing disposable incomes of people in these regions have caused an upsurge in the demand for functional foods and beverages.

Group Danone (France) held a major chunk in the Asia-Pacific Probiotics (Nutraceuticals) market in terms of market share. Chr. Hansen (Denmark) with a market share of 9.37% is not far behind Group Danone (France). The other firms such as Yakult Honsha Co. Ltd. (Japan), DuPont (U.S.), and Lallemand Health Solutions (Canada) are competing for growing the Probiotics (Nutraceuticals) market in the region. These companies are engaged in market strategies such as mergers and acquisitions, joint ventures, new product developments, and expansions to increase their market share in the Asia-Pacific Probiotics (Nutraceuticals) Market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis-industry analysis, market share analysis of top players, company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the Asia-Pacific Probiotics (Nutraceuticals) market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms in garnering a greater market share. Firms purchasing the report could use any one or a combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on Probiotics (Nutraceuticals) offered by the top 10 players in the Asia-Pacific Probiotics (Nutraceuticals) market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the Asia-Pacific Probiotics (Nutraceuticals) market.
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of Probiotics (Nutraceuticals) across Asia-Pacific.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent

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