Europe Prebiotics (Nutraceuticals) Market by Application (Functional Food, Functional Beverages, Dietary Supplements, Animal Feed, & Personal Care) by Country (Germany, France, Russia, Italy, Switzerland, and U.K.) - Analysis & Forecast to 2019

Description:

The increasing concern over preventive healthcare is driving Europe's market growth. The European prebiotics (nutraceuticals) market has numerous distribution channels. Prebiotics (nutraceuticals) products produced by manufacturers are made available extensively to end consumers through supermarket chains, pharmacies, and specialist health food stores. The ease of access through the multi-fold distribution channels makes them popular among the consumers in turn benefitting the prebiotics (nutraceuticals) ingredients industry.

In this report, the Europe prebiotics (nutraceuticals) market has been broadly discussed by its application such as functional food, functional beverages, dietary supplement, animal nutrition, and personal care. The functional food market is estimated to grow at the highest CAGR from 2014 to 2019. Awareness related to prebiotics (nutraceuticals) food is a major driving force for the prebiotics (nutraceuticals) industry in Europe.

Germany is the largest Prebiotics (Nutraceuticals) market among the Europe with market share of 22.62% followed by France and Italy. Russia has the highest CAGR% for the estimated period. The prebiotics (nutraceuticals) industry is heavily dependent upon technology due to its complex nature. Hence, technological advancement for production of different variants of prebiotics (nutraceuticals) ingredients has been on the rise. The technological developments along with scientific research done to cater to the needs of the customers are driving the market for these ingredients in Europe.

Chr. Hansen (Denmark) has a major chunk in the European prebiotics (nutraceuticals) market in terms of market share. Cargill Inc. (US) with market share of 3.50% is not far behind the Cargill Inc. (US). Other firms such as Beneo (Germany) and Abbott (US) are competing for the growing Prebiotics (Nutraceuticals) market in the region. These companies are engaged in market strategies such as mergers & acquisitions, joint venture, new product development and expansion to increase the market share in the Europe prebiotics (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 European prebiotics (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 the firms in garnering a greater market, share. Firms purchasing the report could use any one or 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 prebiotics (nutraceuticals) offered by the top 10 players in the European prebiotics (nutraceuticals) market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the European prebiotics (nutraceuticals) market.
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various application of prebiotics (nutraceuticals) across Europe.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the European prebiotics (nutraceuticals) market.
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the European prebiotics (nutraceuticals) market.

Contents:
1 Introduction
  1.1 Objectives Of The Study
  1.2 Market Segmentation & Coverage
  1.3 Stakeholders

2 Research Methodology
  2.1 Integrated Ecosystem Of Prebiotics (Nutraceuticals) Market
  2.2 Arriving At The Prebiotics (Nutraceuticals) Market Size
    2.2.1 Top-Down Approach
    2.2.2 Demand Side Approach
    2.2.3 Macro Indicator-Based Approach
  2.3 Assumptions

3 Executive Summary

4 Market Overview
  4.1 Introduction
  4.2 Europe Prebiotics (Nutraceuticals) Market: Comparison With Parent Market
  4.3 Key Market Dynamics
  4.4 Demand Side Analysis
  4.5 Market Drivers And Inhibitors

5 Europe Prebiotics (Nutraceuticals) Market, By Application
  5.1 Introduction
  5.2 Europe Prebiotics (Nutraceuticals) In Functional Foods, By Country
  5.3 Europe Prebiotics (Nutraceuticals) In Functional Beverages, By Country
  5.4 Europe Prebiotics (Nutraceuticals) In Dietary Supplements, By Country
  5.5 Europe Prebiotics (Nutraceuticals) In Animal Feed, By Country
  5.6 Europe Prebiotics (Nutraceuticals) In Personal Care, By Country
  5.7 Sneak View: Europe Nutraceuticals Market, By Application

6 Europe Prebiotics (Nutraceuticals) Market, By Country
  6.1 Introduction
  6.2 Germany Prebiotics (Nutraceuticals) Market, By Application
  6.3 France Prebiotics (Nutraceuticals) Market, By Application
  6.4 Russia Prebiotics (Nutraceuticals) Market, By Application
  6.5 Italy Prebiotics (Nutraceuticals) Market, By Application
  6.6 Switzerland Prebiotics (Nutraceuticals) Market, By Application
  6.7 U.K. Prebiotics (Nutraceuticals) Market, By Application

7 Prebiotics Market (Nutraceuticals)- Europe: Competitive Landscape
  7.1 Prebiotics (Nutraceuticals) Market: Company Share Analysis
  7.2 Mergers & Acquisitions
  7.3 Joint Ventures, AGREEMENTS, Partnerships, & Collaborations
  7.4 New Product Developement
  7.5 Sales Agreement
  7.6 Expansion

8 Prebiotics (Nutraceuticals) Market, By Company
  (Overview, Financials, Products & Services, Strategy, And Developments)-
  8.1 Cargill Incorporated
  8.2 Chr Hansen A/S
  8.3 Abbott Nutritionalns
  8.4 Beneo GmbH
  -Details On Overview, Financials, Product & Services, Strategy, And Developments Might Not Be Captured In Case Of Unlisted Company

9 Appendix
9.1 Customization Options
9.1.1 Product Type Assistance
9.1.2 Supply Channel Analysis
9.1.3 Market Trends
9.1.4 Competitive Intelligence
9.1.5 Real-Time Updates
9.2 Related Reports
9.3 Introducing Rt: Real-Time Market Intelligence
9.3.1 Rt Snapshots

Table List

Table 1 Global Prebiotics (Nutraceuticals) Peer Market Size, 2014 (Usd Mn)
Table 2 Europe Prebiotics (Nutraceuticals) Application Market, 2014 (Kt)
Table 3 Europe Prebiotics (Nutraceuticals) Market: Macro Indicators, By Geography, 2014 (Population Projection - Absolute)
Table 4 Europe Prebiotics (Nutraceuticals) Market: Comparison With Parent Market, 2013 - 2019 (Usd Mn)
Table 5 Europe Prebiotics (Nutraceuticals) Market: Comparison With Parent Market, 2013 - 2019 (Tons)
Table 6 Europe Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Table 7 Europe Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Tons)
Table 8 Europe Prebiotics (Nutraceuticals) Market, By Country, 2013 - 2019 (Usd Mn)
Table 9 Europe Prebiotics (Nutraceuticals) Market, By Country, 2013 - 2019 (Tons)
Table 10 Europe Prebiotics (Nutraceuticals) Market: Comparison With Application Markets, 2013 - 2019 (Usd Mn)
Table 11 Europe Prebiotics (Nutraceuticals) Market: Comparison With Application Markets, 2013 - 2019 (Usd Mn)
Table 12 Europe Prebiotics (Nutraceuticals) Market: Drivers And Inhibitors
Table 13 Europe Prebiotic (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Table 14 Europe Prebiotics (Nutraceuticals): Market, By Application, 2013 - 2019 (Tons)
Table 15 Europe Prebiotics (Nutraceuticals) In Functional Foods, By Country, 2013 - 2019, (Usd Mn)
Table 16 Europe Prebiotics(Nutraceuticals) In Functional Foods, By Country, 2013 - 2019 (Tons)
Table 17 Europe Prebiotics (Nutraceuticals) In Functional Beverages, By Country, 2013 - 2019 (Usd Mn)
Table 18 Europe Prebiotics (Nutraceuticals) In Functional Beverages, By Country, 2013 - 2019 (Tons)
Table 19 Europe Prebiotics (Nutraceuticals), In Dietary Supplements, By Country, 2013 - 2019 (Usd Mn)
Table 20 Europe Prebiotics (Nutraceuticals), In Dietary Supplements By Country, 2013 - 2019 (Tons)
Table 21 Europe Prebiotics (Nutraceuticals) In Animal Feed, By Country, 2013 - 2019 (Usd Mn)
Table 22 Europe Prebiotics (Nutraceuticals), In Animal Feed, By Country, 2013 - 2019 (Tons)
Table 23 Europe Prebiotics (Nutraceuticals), In Personal Care, By Country, 2013 - 2019, (Usd Mn)
Table 24 Europe Prebiotics (Nutraceuticals), In Personal Care, By Country, 2013 - 2019,( Tons)
Table 25 Sneak View: Europe Nutraceuticals Market Size, By Application, 2014 (Usd Mn)
Table 26 Europe Prebiotics (Nutraceuticals) Market, By Geography, 2013 - 2019 (Usd Mn)
Table 27 Europe Prebiotics (Nutraceuticals) Market, By Geography, 2013 - 2019 (Tons)
Table 28 Germany Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Usd Mn)
Table 29 Germany Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Tons)
Table 30 France Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 ( Usd Mn)
Table 31 France Prebiotics (Nutraceuticals) Market, By Application,
2013 - 2019 (Tons)
Table 32 Russia Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Table 33 Russia Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Tons)
Table 34 Italy Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Million)
Table 35 Italy Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Tons)
Table 36 Switzerland Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Table 37 Switzerland Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Tons)
Table 38 U.K. Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Table 39 U.K. Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Tons)
Table 40 Europe Prebiotics (Nutraceuticals) Market: Company Share Analysis, 2014 (%)
Table 41 Europe Prebiotics (Nutraceuticals), Market: Mergers & Acquisitions
Table 42 Europe Prebiotics (Nutraceuticals), Market: Joint Ventures
Table 43 Europe Prebiotics (Nutraceuticals), Market: New Product Development
Table 44 Europe Prebiotics (Nutraceuticals), Market: Sales Agreement
Table 45 Europe Prebiotics (Nutraceuticals), Market: Expansion
Table 46 Cargill Incorporated.: Key Financials, 2011-2014 (Us Dollars In Billions)
Table 47 Chr Hansen A/S: Key Operations Data, 2009 - 2014 (Usd Mn)
Table 48 Chr Hansen A/S: Key Financials, 2010- 2014 (Usd Mn)
Table 49 Abbott Nutritionals : Key Operations Data, 2009 - 2013 (Usd Mn)
Table 50 Abbott Nutritionals: Key Financials, 2009 - 2013 (Usd Mn)

List Of Figures

Figure 1 Prebiotic (Nutraceuticals) Market Europe : Segmentation & Coverage
Figure 2 Prebiotics (Nutraceuticals) Market: Integrated Ecosystem
Figure 3 Research Methodology
Figure 4 Top-Down Approach
Figure 5 Demand Side Approach
Figure 6 Macro Indicator-Based Approach
Figure 7 Europe Prebiotics (Nutraceuticals) Market Snapshot
Figure 8 Europe Prebiotics (Nutraceuticals) Market: Growth Aspects
Figure 9 Europe Prebiotics (Nutraceuticals) Market, By Application, 2014 Vs 2019
Figure 10 Europe Prebiotics (Nutraceuticals) Market, By Country, 2014 Vs 2019
Figure 11 Prebiotics (Nutraceuticals): Application Market Scenario
Figure 12 Europe Prebiotics (Nutraceuticals) Market, By Application, 2014 - 2019 (Usd Mn)
Figure 13 Europe Prebiotics (Nutraceuticals) Market, By Application, 2014 - 2019 (Tons)
Figure 14 Europe Prebiotics (Nutraceuticals) Market In Functional Foods, By Country, 2013 - 2019 (Usd Mn)
Figure 15 Europe Prebiotics (Nutraceuticals) Market In Functional Beverages, By Country, 2013 - 2019 (Usd Mn)
Figure 16 Europe Prebiotics (Nutraceuticals) Market In Dietary Supplements, By Country, 2013 - 2019 (Usd Mn)
Figure 17 Europe Prebiotics (Nutraceuticals) Market In Animal Feed, By Country, 2013 - 2019 (Usd Mn)
Figure 18 Europe Prebiotics (Nutraceuticals) Market In Personal Care, By Country, 2013 - 2019 (Usd Mn)
Figure 19 Sneak View: Europe Nutraceuticals Market, By Application
Figure 20 Europe Prebiotics (Nutraceuticals) Market: Growth Analysis, By Geography, 2014-2019 (Usd Mn)
Figure 21 Europe Prebiotics (Nutraceuticals) Market: Growth Analysis, By Geography, 2013-2019 (Usd Mn)
Figure 22 Germany Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Usd Million)
Figure 23 Germany Prebiotics (Nutraceuticals) Market: Application Snapshot
Figure 24 France Prebiotics (Nutraceuticals) Market, By Application, 2013-2019 (Usd Million)
Figure 25 France Prebiotics (Nutraceuticals) Market: Application Snapshot
Figure 26 Russia Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Figure 27 Russia Prebiotics (Nutraceuticals) Market: Application Snapshot
Figure 28 Italy Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Figure 29 Italy Prebiotics (Nutraceuticals) Market: Application Snapshot
Figure 30 Switzerland Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Figure 31 Switzerland Prebiotics (Nutraceuticals) Market: Application Snapshot
Figure 32 U.K. Prebiotics (Nutraceuticals) Market, By Application, 2013 - 2019 (Usd Mn)
Figure 33 U.K. Prebiotics (Nutraceuticals) Market: Application Snapshot
Figure 34 Europe Prebiotics (Nutraceuticals) - Market Company Share Analysis, 2014 (%)
Figure 35 Geographic Revenues Mix 2014 ( In Percentage )
Figure 36 Chr Hansen A/S, Revenue Mix, Across Three Segments 2014 (%)
Figure 37 Abbott Nutritionals, Revenue Mix, 2013 (%)

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