
Description: This report examines the “MENA Nutraceuticals Market” for the period 2015 - 2020. The primary objective of the report is to offer updates on the advancements in product offering and the an overview on the health benefits of nutraceutical products.

Nutraceuticals market is under penetration in various region with huge opportunity lying ahead. Nutraceutical is a combination of “Nutrition” and “Pharmaceutical”. So talking about nutraceutical it means food or part of a food that apparently provides health or medicinal benefits, including the prevention and treatment of disease. A nutraceutical may be a naturally medicinally or nutrient-rich active food, such as soybeans or garlic, or it may be a specific component of a food such as the omega-3 fish oil that can be derived from salmon and other cold-water fish.

The nutraceuticals report starts with an overview & the comparison of global retail food market. The report also highlights the various type and definition of nutraceuticals.

In the next section, it covers the MENA nutraceuticals market drivers and restraints from the supply and demand, which are influencing the nutraceuticals market. Impact analysis of key growth drivers and restraints, based on the weighted average model is included in the MENA nutraceutical report to better equip and arm clients with crystal clear decision-making insights.

In the next section the report covers the value chain and distribution channel analysis of MENA nutraceuticals market. This section provides insights on the value chain of nutraceuticals right from the purchase of raw material to the delivery of product to the end user. It also provide insights on the various distribution channel which provide the nutraceuticals in the MENA region with its percent split.

The next section of the report highlights MENA nutraceuticals market rules and regulation and bodies associated with nutraceuticals in MENA. This section also provide insights on regulations which is associated with nutraceuticals and the name of bodies which governs food laws.

The next section of the report highlights MENA nutraceuticals market by regions. It provides a market outlook for 2014–2020 and sets the forecast within the context of the nutraceutical segment to build a complete picture at regional levels. This study discusses the key trends contributing to growth of nutraceuticals on a regional basis, as well as analyses the degree at which global drivers are influencing this market in each region. Key regions assessed in this report GCC, North Africa and Rest of Middle East.

All the above sections, by product type evaluate the present scenario and the growth prospects of the nutraceuticals market for the period 2015 –2020. We have considered 2015 as the base year and provide data for the trailing 12 months.

To calculate the MENA market size, we have considered revenue generated from the sale of nutraceuticals such as dietary supplement, functional food and functional beverages segment. The forecast presented here assesses the total revenue value across the MENA nutraceuticals market. In order to offer an accurate forecast, we started by sizing the current market, which forms the basis of how the nutraceuticals market will develop in the future. Given the characteristics of the market, we triangulated the outcome of three different product types of analyses, based on supply side, consumer spending and economic envelope. However, forecasting the market in terms of various nutraceuticals product type, and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalising them after the forecast has been completed.

In addition, it is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse on the basis of key parameters such as year-on-year (Y-o-Y) growth to understand the predictability of the market and to identify the right opportunities across the nutraceuticals market.

As previously highlighted, the nutraceuticals market is split on the basis of product type. The MENA
nutraceuticals market in terms of product type and regions in terms of Basis Point Share to understand individual segments’ relative contributions to market growth. This detailed level of information is important for the identification of various key trends of the nutraceuticals market.

Also, another key feature of this report is the analysis of all key nutraceuticals segments, regional adoption and verticals revenue forecast in terms of absolute dollar. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales and delivery perspective in the MENA nutraceuticals market.

Furthermore, to understand key growth segments in terms of growth & adoption of nutraceuticals type and regions, Future Market Insights developed the nutraceuticals market Attractiveness Index. The resulting index should help providers identify real market opportunities.

In the final section of the report, nutraceuticals market Competitive landscape is included to provide report audiences with a Dashboard view, based on categories of provider in the value chain, presence in nutraceuticals product portfolio and key differentiators. Key categories of providers covered in the report are nutraceuticals raw material providers. This section is primarily designed to provide clients with an objective & detailed comparative assessment of key providers specific to a market segment in the nutraceuticals value chain. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on in-depth assessment of capabilities and success in the nutraceuticals marketplace. Detailed profiles of the providers are also included in the scope of the report to evaluate their long-term and short-term strategies, key offerings and recent developments in the MENA nutraceuticals space. Key competitors covered are BASE SE, Nestle SE, DANONE, Arla Foods, Amway, General Mills and Kellogg's.

Contents:

1. MENA Nutraceuticals Market- Executive Summary
2. Research Methodology
3. Assumptions and Acronyms Used

4. Nutraceuticals Market Overview
   4.1. Introduction
   4.1.1. Market Definition
   4.1.2. Market Taxonomy
   4.2. Parent Market Overview
   4.2.1. Growth Rate Comparison
   4.2.1.1. Global Food Retail Market
   4.2.1.2. Global Nutraceuticals Market
   4.2.1.3. MENA Food Retail Market
   4.2.1.4. MENA Nutraceuticals Market
4.3. MENA Food Laws and Regulations
4.4. MENA Nutraceuticals Market Trends
4.5. MENA Nutraceuticals Market Dynamics
   4.5.1.1. Drivers
   4.5.1.1.1. Economic Driver
   4.5.1.1.2. Supply Side Driver
   4.5.1.1.3. Demand Side Driver
   4.5.1.2. Restraints
   4.5.1.3. Value Chain Analysis

5. MENA Nutraceuticals Market Analysis and Forecast
   5.1. MENA Nutraceuticals Market Size and Y-o-Y Growth Rate 2014–2020
   5.2. MENA Nutraceuticals Market Absolute $ Opportunity 2014–2020
   5.3. MENA Nutraceuticals Market Distribution Channel Analysis
   5.3.1. Hypermarket/Supermarket
   5.3.1.1. Market Share 2014 & 2020
   5.3.2. Pharmacy/Food & Drug Store
   5.3.2.1. Market Share 2014 & 2020
   5.3.3. Local Grocery/Department Store
   5.3.3.1. Market Share 2014 & 2020
5.3.4. Other Distribution Channels
5.3.4.1. Market Share 2014 & 2020

6. MENA Nutraceuticals Market Analysis and Forecast, By Product Type
6.1. Introduction
6.2. MENA Nutraceuticals Market Size and Forecast, By Product Type
6.2.1. MENA Nutraceuticals Market Share and BPS Analysis, By Product Type
6.2.1.2. Functional Food Market Size and Forecast 2013–2020
6.2.1.3. Functional Beverages Market Size and Forecast 2013–2020
6.3. Dietary Supplement
6.3.1. Dietary Supplement Market Size and Forecast and Y-o-Y Growth
6.3.2. Dietary Supplement Market Absolute Dollar Opportunity
6.3.3. Dietary Supplement Sub-segments Market Analysis
6.3.3.1. Vitamin & Mineral supplement Market Size and Forecast
6.3.3.1.1. Market Size and Forecast 2015–2020
6.3.3.1.2. Market Share 2015–2020
6.3.3.2. Herbal supplement Market Size and Forecast
6.3.3.2.1. Market Size and Forecast 2015–2020
6.3.3.2.2. Market Share 2015–2020
6.3.3.3. Protein supplement Market Size and Forecast
6.3.3.3.1. Market Size and Forecast 2015–2020
6.3.3.3.2. Market Share 2015–2020
6.4. Functional Food
6.4.1. Functional Food Market Size and Forecast and Y-o-Y Growth
6.4.2. Functional Food Market Absolute Dollar Opportunity
6.4.3. Functional Food Sub-segments Market Analysis
6.4.3.1. Omega Fatty Acid Probiotic Food Market Size and Forecast
6.4.3.1.1. Market Size and Forecast 2015–2020
6.4.3.1.2. Market Share 2015–2020
6.4.3.2. Probiotic Fortified Food Market Size and Forecast
6.4.3.2.1. Market Size and Forecast 2015–2020
6.4.3.2.2. Market Share 2015–2020
6.4.3.3. Branded Iodinated Salt Market Size and Forecast
6.4.3.3.1. Market Size and Forecast 2015–2020
6.4.3.3.2. Market Share 2015–2020
6.4.3.4. Branded Wheat Flour Market Size and Forecast
6.4.3.4.1. Market Size and Forecast 2015–2020
6.4.3.4.2. Market Share 2015–2020
6.5. Functional Beverages
6.5.1. Functional Beverages Market Size and Forecast and Y-o-Y Growth
6.5.2. Functional Beverages Market Absolute Dollar Opportunity
6.5.3. Functional Beverages Sub-segments Market Analysis
6.5.3.1. Health Drink Market Size and Forecast
6.5.3.1.1. Market Size and Forecast 2015–2020
6.5.3.1.2. Market Share 2015–2020
6.5.3.2. Energy Drink Market Size and Forecast
6.5.3.2.1. Market Size and Forecast 2015–2020
6.5.3.2.2. Market Share 2015–2020
6.5.3.3. Fruit Juice Market Size and Forecast
6.5.3.3.1. Market Size and Forecast 2015–2020
6.5.3.3.2. Market Share 2015–2020
6.5.3.4. Enhanced Water Market Size and Forecast
6.5.3.4.1. Market Size and Forecast 2015–2020
6.5.3.4.2. Market Share 2015–2020
6.6. MENA Nutraceuticals Market Attractiveness, By Product Type

7. MENA Nutraceuticals Market Analysis and Forecast, By Region
7.1. Introduction
7.2. MENA Nutraceuticals Market Size and Forecast, By Region
7.2.1. MENA Nutraceuticals Market Share By Region
7.2.2. MENA Nutraceuticals BPS Analysis By Region
7.2.3. MENA Nutraceuticals Market Snapshot, By Region
7.2.3.1. GCC Market Size and Forecast 2013–2020
7.2.3.2. North Africa Market Size and Forecast 2013–2020
7.2.3.3. Rest of Middle East Market Size and Forecast 2013–2020

8. GCC
8.1. GCC Nutraceuticals Market Analysis and Forecast
8.1.1. GCC Nutraceuticals Market Size and Y-o-Y Growth
8.1.2. GCC Nutraceuticals Market Absolute Dollar Opportunity
8.2. GCC Nutraceuticals Market By Product Type
8.2.1. Dietary Supplement
8.2.1.1. Market Share 2014 and 2020
8.2.1.2. Market Size and Forecast 2013–2020
8.2.2. Functional Food
8.2.2.1. Market Share 2014 and 2020
8.2.2.2. Market Size and Forecast 2013–2020
8.2.3. Functional Beverages
8.2.3.1. Market Share 2014 and 2020
8.2.3.2. Market Size and Forecast 2013–2020
8.3. GCC Nutraceuticals Market Trend
8.4. GCC Nutraceuticals Market Impact Analysis of Drivers and Restraints

9. North Africa
9.1. North Africa Nutraceuticals Market Analysis and Forecast
9.2. North Africa Nutraceuticals Market By Product Type
9.2.1. Dietary Supplement
9.2.1.1. Market Share 2014 and 2020
9.2.2. Functional Food
9.2.2.1. Market Share 2014 and 2020
9.2.2.2. Market Size and Forecast 2013–2020
9.2.3. Functional Beverages
9.2.3.1. Market Share 2014 and 2020
9.2.3.2. Market Size and Forecast 2013–2020

10. Rest of Middle East
10.1. Rest of Middle East Nutraceuticals Market Analysis and Forecast
10.1.1. Rest of Middle East Nutraceuticals Market Size and Y-o-Y Growth
10.1.2. Rest of Middle East Nutraceuticals Market Absolute Dollar Opportunity
10.2. Rest of Middle East Nutraceuticals Market By Product Type
10.2.1. Dietary Supplement
10.2.1.1. Market Share 2014 and 2020
10.2.2. Functional Food
10.2.2.1. Market Share 2014 and 2020
10.2.2.2. Market Size and Forecast 2013–2020
10.2.3. Functional Beverages
10.2.3.1. Market Share 2014 and 2020
10.2.3.2. Market Size and Forecast 2013–2020
10.3. Rest of Middle East Nutraceuticals Market Trend
10.4. Rest of Middle East Nutraceuticals Market Impact Analysis of Drivers and Restraints

11. Competitive Landscape
11.1. Competitive Benchmarking
11.2. Competitive Dashboard
11.3. Company Profiles
11.3.1. BASF SA
11.3.1.1. Overview
11.3.1.2. Revenue Share By Product Type
11.3.1.3. Revenue Share By Region
11.3.1.4. Nutraceuticals Products Availably by Type and Region
11.3.1.5. Company Timeline
11.3.1.6. Financial Overview
11.3.1.7. Strategies
11.3.1.7.1. Product Strategy
11.3.1.7.2. Promotion Strategy
11.3.1.7.3. Regional Strategy
11.3.2. DANONE
11.3.2.1. Overview
11.3.2.2. Revenue Share By Product Type
11.3.2.3. Revenue Share By Region
11.3.2.4. Nutraceuticals Products Availably by Type and Region
11.3.2.5. Company Timeline
11.3.2.6. Financial Overview
11.3.2.7. Strategies
11.3.2.7.1. Product Strategy
11.3.2.7.2. Promotion Strategy
11.3.2.7.3. Regional Strategy
11.3.3. Kellogg’s
11.3.3.1. Overview
11.3.3.2. Revenue Share By Product Type
11.3.3.3. Revenue Share By Region
11.3.3.4. Nutraceuticals Products Availably by Type and Region
11.3.3.5. Company Timeline
11.3.3.6. Financial Overview
11.3.3.7. Strategies
11.3.3.7.1. Product Strategy
11.3.3.7.2. Promotion Strategy
11.3.3.7.3. Regional Strategy
11.3.4. Arla Foods
11.3.4.1. Overview
11.3.4.2. Revenue Share By Product Type
11.3.4.3. Revenue Share By Region
11.3.4.4. Nutraceuticals Products Availably by Type and Region
11.3.4.5. Company Timeline
11.3.4.6. Strategies
11.3.4.6.1. Product Strategy
11.3.4.6.2. Promotion Strategy
11.3.4.6.3. Regional Strategy
11.3.5. Nestle SA
11.3.5.1. Overview
11.3.5.2. Revenue Share By Product Type
11.3.5.3. Revenue Share By Region
11.3.5.4. Nutraceuticals Products Availably by Type and Region
11.3.5.5. Company Timeline
11.3.5.6. Financial Overview
11.3.5.7. Strategies
11.3.5.7.1. Product Strategy
11.3.5.7.2. Promotion Strategy
11.3.5.7.3. Regional Strategy
11.3.6. General Mills
11.3.6.1. Overview
11.3.6.2. Revenue Share By Product Type
11.3.6.3. Revenue Share By Region
11.3.6.4. Nutraceuticals Products Availably by Type and Region
11.3.6.5. Company Timeline
11.3.6.6. Financial Overview
11.3.6.7. Strategies
11.3.6.7.1. Product Strategy
11.3.6.7.2. Promotion Strategy
11.3.6.7.3. Regional Strategy
11.3.7. AMWAY Malaysia Holdings Bhd
11.3.7.1. Overview
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3388444/
Office Code: SCDKKPHW

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 4500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 7000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World