Betaine Market by Type (Synthetic Betaine and Natural Betaine), Form (Betaine Anhydrous, Cocamidopropyl Betaine, Betaine Monohydrate), Application (Food & Beverages, Animal Feed, Cosmetics, Detergents), and by Geography - Global Forecast to 2020

Description: Betaine is one of the rapidly-growing markets in the food & beverages market. The rise in awareness about the nutritional value of betaine when used in dietary supplements as well as its multi-functional usage such as surfactant and methyl donor are the key factors driving its demand. The increasing popularity of energy and sports drinks, in which betaine is used has further extended the scope for the betaine market.

It helps in enhancing physical performance, especially strength, power, and muscle endurance and leads to a better immune system. Betaine is also used as a surfactant in cosmetics and personal care products due to its moisturizing and water-retention properties. It is also used in detergents and reagents. As an animal feed additive it performs the function of methyl donor and helps to improve the metabolism of animals.

The betaine market is categorized into type, form, application, and region. On the basis of type, it is segmented based on synthetic betaine and natural betaine. On the basis of form it is segmented into betaine anhydrous, cocamidopropyl betaine, betaine monohydrate, and others (which include betaine HCL, betaine citrate, and betaine aspartate).

On the basis of application, it segmentation is segmented into food & beverages, animal feed, cosmetics, detergents, and others (which include pharmaceuticals and reagents). The market has also been segmented on the basis of region into North America, Europe, Asia-Pacific, Latin America, and the Rest of the World (RoW).

The betaine market is projected to reach USD 3.89 Billion by 2020, at a CAGR of 5.8% during the forecast period. In 2014, the market was dominated by North America, followed by Europe. The Asia-Pacific market is projected to grow at the highest CAGR with rapid growth in the betaine market in developing countries such as China and India. The growing awareness about health benefits of betaine and increasing use of betaine in personal care products in this region are also driving the market.

This report includes market size in terms of value (USD million) and volume (MT). Both "top-down" and "bottom-up" approaches were used to arrive at the market sizes and obtain the market forecast. Extensive secondary research was conducted to understand the market insights and trends, which was further validated through primary interviews. The report provides both, qualitative and quantitative analysis of the betaine market, the competitive landscape, and the preferred development strategies of key players.

The key players were observed to prefer new product launches & developments, acquisitions, and expansions as strategies to garner a larger share in the market. The report also analyzes the market dynamics, and issues faced by leading players.

Target Audience:
- Betaine raw material suppliers and distributors
- Betaine traders, distributors, and dealers
- Food and feed manufacturers
- Biotechnology-based organizations
- Industry associations
- Betaine end users
- Research and consulting firms

Contents:
1 Introduction
1.1 Objectives Of The Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Years Considered In The Report
1.3.2 Currency
1.4 Stakeholders

2 Research Methodology
2.1 Market Share Estimation
2.1.1 Secondary Data
2.1.2 Primary Data
2.1.2.1 Key Industry Insights
2.1.2.2 Breakdown Of Primaries
2.2 Market Size Estimation
2.3 Market Breakdown & Data Triangulation
2.4 Assumptions
2.4.1 Limitations

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunity For Betaine Manufacturers
4.2 Betaine Market : Regionwise Analysis
4.3 Betaine Market In North America
4.4 Global Betaine Market, By Type
4.5 Global Betaine Market, By Application
4.6 Betaine Market Attractiveness

5 Market Overview
5.1 Introduction
5.2 Market Evolution
5.3 Market Segmentation
5.3.1 Betaine Market, By Type
5.3.2 Betaine Market, By Form
5.3.3 Betaine Market, By Application
5.4 Related Markets
5.5 Market Dynamics
5.5.1 Drivers
5.5.1.1 Increasing Application In The Personal Care Industry
5.5.1.2 Growing Potential For Betaine In The Feed Segment
5.5.1.3 Health Benefits Of Betaine Consumption At Recommended Dosages
5.5.2 Restraints
5.5.2.1 Restricted Use Of Betaine In The European Union
5.5.3 Opportunities
5.5.3.1 Increasing Application In Nutraceuticals, Dietary Supplements & Sports Drinks
5.5.3.2 Introduction Of Betaine As An Anti-Stress Agent In Feed
5.6 Burning Issues
5.6.1 Side Effects Of Excess Betaine Consumption
5.6.1.1 Health Effects In Humans
5.6.1.2 Heat Stress In Animals

6 Industry Trends
6.1 Introduction
6.1.1 Betaine As Surfactant In Detergents & Personal Care Products
6.1.2 Food Applications
6.1.3 Dietary Supplements, Sport Drinks & Nutraceuticals
6.1.3.1 Dietary Supplements
6.1.3.2 Sports & Energy Drinks
6.1.3.3 Nutraceuticals
6.1.4 Feed Application For Animal Nutrient
6.2 Factors Of Betaine That Limit Its Application In Dietary Supplements
6.3 Betaine Market: Value Chain Analysis
6.4 Betaine Market: Porters Five Forces Analysis
6.4.1 Intensity Of Competitive Rivalry
6.4.2 Bargaining Power Of Suppliers
6.4.3 Bargaining Power Of Buyers
6.4.4 Threat Of Substitutes
6.4.5 Threat Of New Entrants
6.5 Regulatory System For Betaine Consumption
6.5.1 Fda Regulations
6.5.2 European Regulations

7 Betaine Market, By Type
7.1 Introduction
7.2 Synthetic Betaine
7.3 Natural Betaine

8 Betaine Market, By Form
8.1 Introduction
8.2 Betaine Anhydrous
8.3 Cocamidopropyl Betaine
8.4 Betaine Monohydrate
8.5 Other Forms

9 Betaine Market, By Application
9.1 Introduction
9.2 Betaine In Food & Beverages
9.2.1 Dietary Supplements
9.3 Betaine In Animal Feed
9.4 Betaine In Cosmetics
9.5 Betaine In Detergents
9.6 Betaine In Other Applications

10 Betaine Market, By Region
10.1 Introduction
10.2 North America
10.2.1 North America: Betaine Market, By Type
10.2.2 North America: Betaine Market, By Form
10.2.3 North America: Betaine Market, By Application
10.2.4 U.S.: Betaine Market, By Application
10.2.5 Canada: Betaine Market, By Application
10.2.6 Mexico: Betaine Market, By Application
10.3 Europe
10.3.1 Europe: Betaine Market, By Type
10.3.2 Europe: Betaine Market, By Form
10.3.3 Europe: Betaine Market, By Application
10.3.4 U.K.: Betaine Market, By Application
10.3.5 Germany: Betaine Market, By Application
10.3.6 France: Betaine Market, By Application
10.3.7 Italy: Betaine Market, By Application
10.3.8 Spain: Betaine Market, By Application
10.3.9 Rest Of Europe: Betaine Market, By Application
10.4 Asia-Pacific
10.4.1 Asia-Pacific: Betaine Market, By Type
10.4.2 Asia-Pacific: Betaine Market, By Form
10.4.3 Asia-Pacific: Betaine Market, By Application
10.4.4 China: Betaine Market, By Application
10.4.5 Australia: Betaine Market, By Application
10.4.6 Japan: Betaine Market, By Type
10.4.7 Rest Of Asia-Pacific: Betaine Market, By Type
10.5 Latin America
10.5.1 Latin America: Betaine Market, By Type
10.5.2 Latin America: Betaine Market, By Form
10.5.3 Latin America: Betaine Market, By Application
10.5.4 Brazil: Betaine Market, By Application
10.5.5 Argentina: Betaine Market, By Application
10.5.6 Rest Of Latin America: Betaine Market, By Application
10.6 Rest Of World: Betaine Market, By Application
10.6.1 Row: Betaine Market, By Type
10.6.2 Row: Betaine Market, By Form
10.6.3 Row: Betaine Market, By Application
10.6.4 South Africa: Betaine Market, By Application
10.6.5 Others In Row: Betaine Market, By Application

11 Competitive Landscape
11.1 Overview
11.2 Maximum Developments In Europe
11.3 Maximum Developments In 2015
11.4 Competitive Situation & Trends
11.4.1 New Product Launches
11.4.2 Expansions & Investments
11.4.3 Acquisitions
11.4.4 Agreements/Joint Ventures

12 Company Profiles (Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*
12.1 Introduction
12.2 Associated British Foods Plc
12.3 Basf Se
12.4 E.I. Dupont De Nemours & Company
12.5 Nutreco N.V.
12.6 Solvay S.A.
12.7 American Crystal Sugar Company
12.8 Kao Corporation
12.9 Stepan Company
12.10 Amino Gmbh
12.11 Sunwin Chemicals
*Details On Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured In Case Of Unlisted Companies.

13 Appendix
13.1 Discussion Guide
13.2 Company Developments
13.2.1 Expansions
13.2.2 Acquisitions
13.2.3 Partnerships
13.3 Introducing Rt: Real-Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
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.

Product Name: Betaine Market by Type (Synthetic Betaine and Natural Betaine), Form (Betaine Anhydrous, Cocamidopropyl Betaine, Betaine Monohydrate), Application (Food & Beverages, Animal Feed, Cosmetics, Detergents), and by Geography - Global Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3455251/
Office Code: SCH38L87

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: ___________________________  Mr [ ]  Mrs [ ]  Dr [ ]  Miss [ ]  Ms [ ]  Prof [ ]
First 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