The Global Market for Carotenoids

Description: The global carotenoid market value was $1.5 billion in 2014. This market is expected to reach nearly $1.8 billion in 2019, with a compound annual growth rate (CAGR) of 3.9%.

This report provides:
- An overview of the global market for carotenoids.
- Analyses of global market trends, with data from 2013, estimates for 2014, and projections of compound annual growth rates (CAGRs) through 2019.
- A review of commercial carotenoids with the objective of providing detailed insight into production technologies, market developments, and market dynamics.
- Details on Annatto, Astaxanthin, Beta-carotene, Beta-apo-8-carotenal, Beta-apo-8-carotenal-ester, Canthaxanthin, Capsanthin and paprika extract, Lutein, Lycopene, Zeaxanthin, and others.
- Information concerning the relevance of different production systems, application segments, and regional distribution.

Scope Of Report

The report reviews the global markets for the following commercialized carotenoids:
- Annatto
- Astaxanthin
- Beta-carotene
- Beta-apo-8-carotenal
- Beta-apo-8-carotenal-ester
- Canthaxanthin
- Capsanthin and paprika extract
- Lutein
- Lycopene
- Zeaxanthin

The report provides a synopsis of the current carotenoid market, shows the relative competitiveness of individual carotenoids and discusses, using quantitative figures, the relevance of different production systems, application segments, regional distribution and dominant players.

One chapter comprehensively discusses the different modes of carotenoid production, contrasting chemical synthesis, fermentation systems and extraction from botanical sources. A general outline is provided on current trends in the major application sectors of carotenoids, food, feed and nutritional supplements. The product section discusses markets and market trends for each carotenoid in detail. The report identifies each product, discusses commercial formulations and reviews current regulatory status in the major markets. Consumption data from 2014-2019 identifies trends and determines the position of the product at the sigmoid life cycle curve. Similarly, long price series allow the analysis of trends and of possible inflexion points. The chapter on marketing strategies and market shares of major players provides an overview of the current situation and as well as a forecast of future trends, prices, consumption and market values by 2019.

The methodology applied in this report is based on both the analysis of the manufacturing industry and the user community. The user community is composed of companies active in the typical application segments of food, feed and supplements and, to a smaller extent, cosmetics. The report identifies application trends from past years and analyzes company strategies and behavior. Insight into usage patterns is provided, leading to preliminary estimates on quantities used and market values of specific products. Such information is cross-checked with production data from manufacturers. A detailed analysis of manufacturing patterns provides information on formulation trends and on how products are marketed. Considering framework conditions that affect future demand, estimates on developments in specific...
carotenoids are provided, leading to forecasts through 2019.

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