Natural Functional Food Market Research Report - Forecast till 2023

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Description:

Natural Functional Food Market Information by Product Type (Carotenoids, Dietary Fibers, Minerals, Fatty Acids, Vitamins, Prebiotics & Probiotics), Application (Bakery & Cereals, Dairy Products, Frozen & Chilled Foods, Soy Products and others), Distribution Channel (Store Based & Non Store Based) and Region Natural Functional Food Market- Global Forecast till 2023

Intended Audience

- Natural functional food manufacturers
- Raw material suppliers
- End users (food industry)
- Retailers and wholesalers
- E-commerce companies
- Traders, importers and exporters

Market Synopsis of natural functional food

Market Scenario

The global Natural Functional Food Market is expected to be driven by the rising prevalence of chronic diseases among the consumers both in the developed and developing economies. Increasing prevalence of chronic diseases is enforcing consumers to shift towards healthy and nutritional food consumption. Additionally, the advancement in product development coupled with the technological advancement is considered to be one of the significant reasons for the rising growth of natural functional food during the review period of 2017-2023.

Functional food offers extra micronutrients, which include vitamins, minerals, fatty acids, and other essential elements. They are the medicated foods, which helps to enhance immunity systems and minimizes the chances of chronic diseases such as diabetes, cardiac diseases, cancer, obesity, and others. Natural functional food is prepared and processed without synthetic fertilizers or pesticides and does not contain any artificial flavors, colors or preservatives. Natural functional food has to meet the strict standards set by the regulatory bodies to state that all the ingredients used are 100% organic certified. The rising concerns regarding the nutritional food coupled with the rising aging population are expected to fuel the demand for natural functional food.

Key Findings

- Asia Pacific dominates the natural functional food market followed by North America
- Asia Pacific accounts for approximately 35% of the market share in the natural functional food market and is expected to witness above average growth rate during the forecast period of 2017-2023.
Segments
Natural functional food have been segmented on the basis of product types, which comprises of carotenoids, dietary fibers, minerals, fatty acids, vitamins, and prebiotics & probiotics.
Natural functional food market has been segmented on the basis of applications, which comprises of bakery & cereals, dairy products, frozen & chilled foods, soy products, and others.
Natural functional food industry has been segmented on the basis of distribution channel such as store based and non-store based. Store based distribution channel has been sub-segmented into supermarkets & hypermarkets, convenience stores, specialist retailers, and others.

Regional Analysis
The global natural functional food market is segmented into North America, Europe, Asia Pacific, and Rest of the World (RoW). Among these, Asia Pacific is estimated to retain its dominance over the forecast period 2017-2023. This is attributed to the increasing awareness about the healthy food habits and increasing disposable income of consumers.
North America is estimated to account for 25% of the market share in the global natural functional food market in 2017, and it is projected to expand at a high pace during the review period. Also, the new product development by the key manufacturers of natural functional food is projected to be one of the significant reasons for the rising growth of natural functional food products in the North America. Europe is also estimated to account for 25% the global natural functional food market in the year of 2017.

Key Players
Some of the key players profiled in the global natural functional food market are General Mills, Inc. (U.S.), Nestlé (Switzerland), Danone SA (France), Abbott Laboratories Inc. (U.S.), Kraft Heinz Foods Company (U.S.), Kellogg Co. (U.S.), GlaxoSmithKline plc (U.K.)

The natural functional food market is segmented under the following regions:

North America
- US
- Canada
- Mexico

Europe
- Germany
- France
- Italy
- Spain
- UK
- Rest of Europe

Asia Pacific
- China
- India
- Australia
- Singapore
- Rest of Asia Pacific

Rest of the world
- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Others

The report for global natural functional food market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts and key opinion leaders to gain a deeper insight into the market and industry performance. The report gives a clear picture of the current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical, and governing factors in the market. The report provides detailed information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.
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