

Future Market Insights Participating in Vitafoods Asia

FMI's analysts Malarkodi Mahendran and Nandini Roy Choudhury will be presenting at this year's event. FMI will be exhibiting at Stand No. 570

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/EINPresswire.com/ -- Future Market Insights, an award winning market research and intelligence firm, proudly announces that it will be participating in the [Vitafoods Asia event](#) organised by Informa Exhibitions. Currently in its sixth year, Vitafoods Asia is one of the most expansive events in the nutraceutical landscape, offering visitors a fantastic platform to exchange ideas and expertise.



“Vitafoods Asia is a landmark event and we are excited to be a part of this year's event. The event is a great platform for stakeholders in the nutraceuticals sector to come together and share their expertise and insights. We believe that understanding the evolving needs of Asian consumers will play a key role in shaping up the nutraceuticals market. Our market research reports have time and again revealed the paradigm shift in consumer perception on nutraceuticals, and we are sure we'll make a meaningful contribution to this year's event,” said Sudip Saha, COO of Future Market Insights.

Future Market Insights has published numerous reports on the global food and beverage market, and consumer preference for organic and natural foods – ones that don't just fulfil the nutritional requirements, but also act as a preventive measure against diseases.

FMI analysts and representatives will be present at stand no. 570 at Vitafoods Asia event. In addition to exhibiting, FMI's analysts will also be presenting at Vitafoods Exhibition and Vitafoods Conference. While [Malarkodi M](#), Senior Consultant (Food & Beverages) will give a presentation on role of nutraceuticals in maintaining cardiovascular health, [Nandini Roy](#) will speak on the Pan-Asian functional food ingredients market.

“Consumers in Asia are taking a pro-active approach to maintaining great cardiovascular health. In addition to exercising and yoga, consumers are incorporating functional foods in their diet to reduce the risk of heart ailments. Increasing awareness and availability of safe, organic functional foods has played a key role in ramping up demand for nutraceuticals for heart health,” said Malarkodi M.

FMI will also provide an overview of the Pan-Asian functional food ingredients market, providing the attendees with valuable information on the next-generation ingredients. Sourcing ingredients that are safe, effective, easily available, and affordable has becoming a key challenge for manufacturers. “Although the overall Asia market is humongous, socio-economic factors massively impact buying decisions. Culinary preferences don't only vary from country to country, but also across provinces and states in a single country. So, a product that is witnessing high demand in one province may not enjoy

the same popularity in another. Manufacturers who invest in understanding the market are better positioned to appeal to consumers,” said Nandini Roy.

To foster a better understanding of the nutraceuticals market in Asia, Future Market Insights will share the findings of its reports to visitors. Be sure to visit stand 570 (adjacent to the press centre) for a wealth of information, including infographics, sample reports and brochures. Harish Tiwari, FMI's Global Business Development Manager, will be present at the stand to assist visitors and answer their queries.

About Us

Future Market Insights (FMI) is a leading market intelligence and consulting firm. We deliver syndicated research reports, custom research reports and consulting services which are personalized in nature. FMI delivers a complete packaged solution, which combines current market intelligence, statistical anecdotes, technology inputs, valuable growth insights and an aerial view of the competitive framework and future market trends.

Our research services cover global as well as regional emerging markets such as GCC, ASEAN, and BRICS. Our offerings cover a broad spectrum of industries including Chemicals, Materials, Energy, Technology, Healthcare, and Retail. FMI's operating model blends cross-disciplinary research experience to deploy in-depth, insightful and actionable research.

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