

# Nutraceutical Ingredients Market Competitive Analysis with Growth \$327.3 billion by 2031 : CAGR 7.3%

*Ingredients called nutraceuticals are added to a variety of functional foods and beverages to boost their nutritional value.*

PORTLAND, OR, US, October 25, 2022 /EINPresswire.com/ -- The Global [Nutraceutical Ingredients Market](#) size was valued at \$163.9 billion in 2021, and is projected to reach \$327.3 billion by 2031, growing at a CAGR of 7.3% from 2022 to 2031. Global



“Nutraceutical Ingredients Market” Report 2022 highlights various dynamic trends, industry segments detail with other important factors like industry size, share and growth. The Global Nutraceutical Ingredients Market is experiencing a significant growth, and will grow considerably in next few years.

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COVID-19 had a moderate impact on the market for nutraceutical ingredients. Nutraceutical ingredients are widely used in a variety of products, including dietary supplements, animal feed, and pharmaceuticals. Products containing nutraceutical ingredients are also used to improve muscle mass and immunity. This factor led to a high demand for nutraceutical ingredients in the market.

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The major players analyzed for the nutraceutical ingredients industry Amway Corporation, AOR Inc., Archer Daniels Midland, Cargill Incorporated, Danone, EID Parry, General Mills, Herbalife International of America Inc., Innophos, Matsun Nutrition, Mead Johnson, Nestle SA, Natrol, Royal DSM, and Valensa International. Key players operating in the nutraceutical ingredients market have adopted product launch, business expansion, and mergers & acquisitions as key strategies to expand their nutraceutical ingredients market share, increase profitability, and

remain competitive in the market. In order to get an advantage over rival manufacturers in the market, they are primarily focused on improving the quality of their products. Manufacturers have an advantage in expanding their product line internationally due to an advanced distribution network and manufacturing knowledge and expertise.

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Region wise, North America dominated the market with the largest share during the nutraceutical ingredients market forecast period. The nutraceutical ingredients market growth in this region is attributed to an increase in the usage of dietary supplements since people are becoming more aware of the health advantages of taking them because they include nutrients, primarily minerals and vitamins. 80% of American adults use dietary supplements, according to U.S. Pharmacopeia Convection.

In addition, Asia-Pacific region is the fastest growing region in the global nutraceutical ingredients market. Convenience food consumption has increased as a result of busy lifestyles, and the region's economies have grown more rapidly. This has increased demand for enriched nutritional food and beverage items. Another important factor likely fueling nutraceutical ingredients market expansion in the Middle East & Africa and the Asia-Pacific is growing consumer expenditure on health and wellness products as a result of changing lifestyles and rising disposable income.

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- > This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the nutraceutical ingredients market analysis from 2021 to 2031 to identify the prevailing nutraceutical ingredients market opportunities.
- > Market research is offered along with information related to key drivers, restraints, and opportunities.
- > Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.
- > In-depth analysis of the nutraceutical ingredients market segmentation assists to determine the prevailing market opportunities.
- > Major countries in each region are mapped according to their revenue contribution to the global market.
- > Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- > The report includes the analysis of the regional as well as global nutraceutical ingredients

market trends, key players, market segments, application areas, and market growth strategies.

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