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The US holds a dominant place in the global nutraceutical products market. Nutraceuticals, which provide health benefits and facilitate healing and prevention process of diseases, are the prime focus of food and beveragesâ€™ industry in a current scenario. The US, especially, is at the forefront of this focus as the country boast of strong economical situation, health conscious citizens, and rising disposable income. Besides, the government has also been trying hard to reduce the costs associated with healthcare. Usage of nutraceutical products may provide people with a safe and healthy life-style and they are getting aware of it. These factors may contribute to the overall market growth and help it to reach more than US$ 90 Billion by the end of 2015.

In our report, â€œUS Nutraceuticals Market Analysisâ€•, the US nutraceutical market is primarily classified into three segments including dietary supplements, functional foods, and vitamins. Among all these, the market is dominated by functional foods followed by dietary supplements and vitamins. Functional beverages are the leading sub-segment of functional foods that may grow at a CAGR of around 9% during the period 2012-2015. Specialty supplements and multivitamins, on the contrary are the dominating sub-segments categories of dietary supplements and vitamins, respectively. To effectively analyze these segments in an effective manner, our report has included all the key aspects and information. http://www.bharatbook.com/market-research-reports/healthcare-market-research-report/us-nutraceuticals-market-analysis.html

The report provides a comprehensive analysis of consumer behavior with respect to dietary supplement products in the US. It is found that usage-pattern for these products have been increasing among the adults. Moreover, the study shows that multivitamins are still the most popular category as a large proportion of supplement users take these products. Specialty supplements are also the important product category used by people. The report has illustrated the survey statistics in regards to the consumer behavior analysis in a prudent manner.

Further, our report, â€œUS Nutraceuticals Market Analysisâ€•, has been authored to evaluate future marke potentials of the US nutraceutical industry and its segments. It provides extensive research and analysis on the overall market and all prominent segments including dietary supplements, functional foods, and vitamins. Apart from providing information on current market developments and market trends, the report also provides segment-wise forecasts based on correlation of past drivers, challenges, and opportunities for expansion, thus enabling clients to access projected market trends and take informed decisions.

For more information kindly visit :

US Nutraceuticals Market Analysis

Or

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