

Opportunities in the Carotenoids Market 2011:

Global Market Analysis

To Be Published 4th Quarter 2011

Base Year: 2011

Core Program

North America

Europe

Japan

Supplemental Reports

China

India

One in a series of reports focusing on health and nutrition ingredients, this comprehensive analysis of the global market for carotenoids examines estimated ingredient consumption, key trends by application, market developments, challenges, and business opportunities. The report addresses such questions as:

- What is the size of the carotenoids market globally, by region, product type, and application?
- What are the growth prospects for carotenoids within each region and food application?
- How is the trend towards natural products shaping this industry?
- What are the prices of the different products within each region?
- Who are the leading suppliers of carotenoids?
 - What products do they offer?
 - Where do they source their raw materials?
 - What technologies are used?
- Which new products have entered the marketplace, and from whom have they taken market share?

Opportunities in the Carotenoids Market 2011: Global Market Analysis

Report Scope

Opportunities in the Carotenoids Market 2011: Global Market Analysis is one in a series of reports on the global health and nutrition ingredients industry. Comprehensive coverage will be provided for the United States, Europe (EU-27), Japan, China, and India.

Carotenoids play different roles within the body. For example, lutein is used to lower the risk of eye diseases such as aging macular degeneration, while lycopene is associated with the prevention of some types of cancers, including prostate cancer.

The following carotenoids will be investigated in this report:

- Beta-carotene
- Lycopene
- Lutein
- Zeaxanthin
- Astaxanthin

An overview of other minor carotenoids will also be included.

The report will provide a detailed, independent appraisal of the market for these ingredients, including current and forecast demand by region and application within the food industry, products and prices, distribution channels, supplier sales, technical and market trends, and regulatory environment.

The base year for the study will be 2011, and the study will include forecasts to the year 2016.

Key Benefits

This global report will assist carotenoid suppliers in understanding the evolution of the market in each significant global region and application, thus enabling subscribers to exploit the business opportunities identified therein. It will also serve as an invaluable tool in the strategic planning process.

The report will provide subscribers with:

- An independent assessment of carotenoid consumption by product, application, and region
- An assessment of key growth areas by product, application, and region to support business planning and identify untapped market opportunities
- Highlights of new products to allow suppliers to identify potential substitution trends in the market or the impact on growth within a specific product group
- An appraisal of market trends and supply and demand drivers to offer valuable insights on new business opportunities and potential threats
- Competitive intelligence for use in benchmarking best practices, as well as initial intelligence for non-organic growth strategies
- Forecasting scenarios from which to base solid strategic business plans

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Tentative Regional Report Contents

1. INTRODUCTION

2. EXECUTIVE SUMMARY

- A global overview will be provided in the Executive Summary

3. PRODUCT ANALYSIS

For each product covered (Table 1), the following information will be provided:

- Estimated consumption in volume and value by end use
- Source of supply
- Five-year forecast and rationale

4. END-USE ANALYSIS

For each application covered (Table 2), the following information will be provided:

- Market overview
 - Market sizing, key trends, key players
- Product overview
 - Product description
 - Pricing analysis
- Market sizing
 - Estimated consumption volume/value by product type
- Competitive landscape
 - Industry structure
 - Supplier market share
 - Porters five forces
 - Major customers
- Appraisal and outlook
 - Growth drivers and constraints
 - Regulatory outlook

5. SUPPLIER PROFILES

Ten suppliers will be profiled. Charter subscribers will have input into the firms to be included in the final report and will include the following information:

- Overview
- Product sales
- Raw materials
- Sales and marketing
- Technical capabilities
- Outlook

6. APPRAISAL AND OUTLOOK

Table 1: Products to be Covered in the Report

1. Beta-carotene	Natural Nature identical
2. Lycopene	Natural Nature identical
3. Lutein	Extract Esters
4. Zeaxanthin	-
5. Astaxanthin	-
6. Others	Mixed carotenoids Canthaxanthin

Table 2: End-Use Segments to be Covered in the Report

- Food and beverages
 - Dairy
 - Bakery
 - Beverages
 - Processed foods
 - Others
- Dietary supplements
- Others

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Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts conducts in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including leading manufacturers and marketers, leading end users, and representatives from pertinent government agencies and trade associations. This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities.

Primary research will comprise the bulk of the overall research methodology for this report. In addition, this analysis will be supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

Kline Credentials

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- Specialty Biocides: A Global Series of Regional Market Analyses
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