

# MARKET RESEARCH REPORT



## EXECUTIVE SUMMARY

# NUTRACEUTICAL SUPPLEMENTS INDUSTRY

Report created by:



**BOTANICAL SCIENCE FOR HEALTHY LIVING**

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<b>Table of Contents</b>	<b>Page(s)</b>
About NutriCellula, Inc.	2
Current State of the Industry	2
Supplement Categories and Market Potential	2-4
References	5

## About NutriCellula, Inc.

NutriCellula, Inc. is a nutraceutical development and marketing company whose mission is to build partnerships with scientists, researchers, formulators, manufacturers, and professionals in the nutritional and supplement industry to benefit the global community and distribute quality products that deliver genuine health-enhancing benefits.

Nutraceuticals help maintain and support good health, good body function and a healthy lifestyle. The global nutraceuticals product market is primarily categorized on the basis of functional food, functional beverages and dietary supplements.

NutriCellula sources its botanical supplements from all over the world. It utilizes two manufacturing facilities in the US and one research facility in Italy.

## Current State of the Industry

The U.S. Dietary Food Supplement industry posted 4.4% growth in 2010 to reach \$28.1 billion in consumer sales according to Nutritional Business Journal estimates. According to the Transparency Market Research report, "*Nutraceuticals Product Market: Global Market Size, Segment and Country Analysis & Forecasts (2007-2017)*", the global nutraceutical product market reached USD 142.1 billion in 2011 and is expected to reach USD 204.8 billion by 2017, growing at the compound annual growth rate (CAGR) of 6.3% from 2012 to 2017.

## Supplement Categories and Market Potential

With the targeted categories of business, NutriCellula Inc. estimates the market potential to be \$478.3 billion dollars.

NutriCellula, Inc. has eight specialty product lines it offers in the following categories.

Category	Market Potential
<b>Male Enhancement/Erectile Dysfunction</b> - According to the Massachusetts Male Aging Study [MMAS], erectile dysfunction affects an estimated 52 percent of men between the ages of 40 and 70 which equates to 30 million men in the U.S.	<b>Pharmaceutical</b> - Top 3 companies posting sales of \$3.1B in 2006 and forecasters called for a 74% increase in sales to U.S. \$6.6 billion by 2012. <b>Natural</b> - Natural Male Enhancement supplement industry nets over \$5 billion in revenue per year with a profit of over \$900 million.
<b>Female Sexual Enhancement</b> - According to the Journal of the American Medical Association, more than 43% of American women (about 40 million) experience some form of sexual disorder. A lack of sexual desire, the inability to be aroused sexually, lack of sexual climax and painful intercourse are all factors that restrict women from having a fulfilling sexual experience. Female sexual enhancement industry has produced an assortment of products to help women lubricate their vagina and stimulate their sexual desire.	\$2 Billion market for female sexual enhancement industry to treat female sexual dysfunction.

<p><b>Energy Supplements</b> - Scientifically formulated to provide an incredible energy boost for those who lead active lifestyles.</p>	<p>The market for energy-boosting products has ballooned by more than 400% over the past five years. Sales have grown from \$1.2 billion in 2002 to an estimated \$6.6 billion in 2007. Market research firm, Packaged Facts, also projects that the energy supplement market will reach \$9.3 billion by 2011.</p>
<p><b>Anti-Aging</b>- People 65+ represented 12.4% of the population in the year 2000 but they are expected to grow to be 19% of the population by 2030.</p>	<p>According to the market research report, <i>Anti-Aging Products and Services: The Global Market</i> from BCC Research, the global market for anti-aging products and services was worth \$162.2 billion in 2008. This will increase to \$274.5 billion in 2013, for a compound annual growth rate (CAGR) of 11.1%. The disease treatment segment currently has the largest share of the market, worth \$66.0 billion in 2008. This should increase at a CAGR of 12.5 percent to reach \$119.2 billion in 2013. The fitness segment was worth \$31.8 billion in 2008. This is expected to reach \$49.8 billion in 2013, for a CAGR of 9.4%.</p>
<p><b>Pain Management &amp; Inflammation</b> - includes treatments for a wide range of conditions including postoperative pain, cancer pain, arthritis pain, migraine pain, neuropathic pain, and back pain.</p>	<p>The U.S. market for pain-management therapeutics is estimated to generate more than \$40 billion and is predicted to grow to \$60 billion by 2015.</p>
<p><b>Skin Health</b> - Maintain and improving proper skin health starts with healthy diet. Over 50% of aging process can be effectively prevented by diet and dietary supplements.</p>	<p>The skin care industry is a multi-billion dollar business, estimated to be worth \$64.4 billion USD per year. Europe and the U.S. are the biggest markets of the industry, accounting for over 50% of global skin care sales. This segment is expected to generate \$105.4 billion in 2013, for a CAGR of 10.4 %.</p>
<p><b>Liver Detoxification</b> - Non Alcoholic Fatty Liver Disease is caused by damage done by high cholesterol and obesity. According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese. Health care costs for obesity in the U.S. surpass \$27 billion per year. Approximately one in every six adults—16.3% of the U.S. adult population—has high total cholesterol.</p>	<p>The global market for cholesterol and other cardiovascular testing is forecast to cross 2.3 billion units by the year 2015. Key factors driving market growth include aging population, increasing incidence of cardiovascular diseases, and growing awareness among people about the significance of reducing the unhealthy cholesterol levels.</p>

<p><b>Blood Sugar Management</b> - According the American Diabetes Association, 25.8 million children and adults in the United States—8.3% of the population—have diabetes. There are 79 million people that can be classified as pre-diabetic. About 5-10% of the U.S. population can be characterized as having hypoglycemia. Individuals with diabetes or have been diagnosed as pre-diabetic and/or hypoglycemic need to monitor their blood sugar levels.</p>	<p>Enterprise Analysis Corporation estimates that the world market for SMBG testing supplies was \$1.7 billion in 1994. By 2000, the market had reached approximately \$3.8 billion, and by 2008, worldwide sales of these products climbed to an astonishing \$8.8 billion. This represents an approximate 12.5% compound annual growth rate since 1994. In fact, the SMBG testing market, which barely existed in 1980, now accounts for approximately 22% of the entire \$39 billion in vitro diagnostics industry.</p>
<p><b>Vision</b> -Computers are a normal routine of modern human life. Millions of people suffer from fatigue, dryness, blurred vision headaches, eyestrain, and even neck or shoulder pain without realizing the cause. When the demand of visual work exceeds our eyes ability to perform the tasks comfortably, that is when symptoms occur.</p>	<p>According to Prevent Blindness America, the total economic burden of eye diseases in the U.S. is \$51.4 billion annually.</p>
<p><b>Weight Management</b> - According to the Center of Disease Control and Prevention, more than one-third of U.S. adults (35.7%) are obese. Health care costs for obesity in the U.S. surpass \$27 billion per year. Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of death. During the past 20 years, there has been a dramatic increase in obesity in the United States and rates remain high. The health problems associated with obesity are numerous. Someone who is 40% overweight is twice as likely to die prematurely as is a normal-weight person.</p>	<p>The annual revenue of the U.S. weight-loss industry, including diet books, diet drugs and weight-loss surgeries is \$20 Billion.</p>

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