

Mineral Fortification

Markets, Legislation, Research Status 2005

N. America, W. Europe

INTRODUCTION

It is well established that minerals are essential nutrients that are needed by the human body in addition to protein, carbohydrates, fats and vitamins for it to function correctly. Minerals function as cofactors in almost every enzyme reaction which are vital for the good functioning of the human body. Even more fundamentally, sufficient calcium is required for the building and maintenance of the skeleton and iron for the haemoglobin in blood.

Apart from these essential functions which are well documented, there have been an increasing number of reports more recently that consuming minerals, as well as many other nutrients, could help prevent or even cure several serious health problems. These include everything from the common cold to cancer and heart disease. Given the huge amount of noise around mineral fortification, it is very important to review the various published research reports and obtain a neutral view on the relevance and credibility of these research results. In essence, every effort should be made to differentiate myth from reality across the selected minerals. Giract is now proposing to provide such an analysis.

Giract, the food ingredients and technology specialist market research company, has a background of 30 years' research and forecasting. It has an unparalleled understanding of the dynamics of the marketplace and privileged contacts with opinion leaders worldwide which helps the company to provide unbiased views on research and other aspects of the industry. It has special strengths in the health ingredient sector including its various multi-client studies on mineral fortification, pro- and pre-biotics, fibres, antimicrobials, etc, and its monthly publication **NutriworldNews** is well-known amongst the major producers in the global health ingredient industry. Its recent publication on scenario planning in the nutrition sector entitled **Nutrition & Health 2020** is considered as an important step in the strategic analysis of the growing nutrition and health sector.

As a key player or a company wishing to enter the health ingredient sector, this analysis serves a dual purpose for you - to help explore and assess these high-profile research findings and to help develop and focus your future research efforts in this sector.

OBJECTIVES

- To provide a market overview of use of the relevant minerals in food and supplements, by volume and value and by region
- To examine the relevant legislative situation regarding the various claims
- To review published research results in the mineral fortification sector and highlight well-proven effects on the human body
- To provide a description of what is currently known about the basic need for each mineral and its function in the body
- To construct a list of health or curative claims made for each mineral along with references
- To identify claims that have been well documented and reasonably well proven for each mineral
- To discuss possible future directions for research based on past trends and current findings.

PRODUCTS

Most common minerals used for fortification purposes :

Calcium, Magnesium, Iron, Zinc, Sodium, Chromium, Potassium, Selenium, Copper. In addition, market data are provided for the first four minerals.

MARKETS

W. Europe, N. America.

TIMESCALE

2004/2005. Relevant past trends.

PROGRAMME

Following an extensive review of published data, the study will include in-depth discussions with key industry experts in order to derive real understanding of the research trends.

SUBSCRIPTION

EUR 950.

Clients will be sent a computer-friendly file in PDF format.

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