

Business Review

Soluble Fibre Ingredients – Key Global Markets

SUPPLY/DEMAND/FORECASTS/TRENDS

2018 - 2023

INTRODUCTION Soluble fibres are an important tool in the arsenal of health and wellness ingredients, that food companies may use to improve their market. The focus has largely been on two main ingredients – Inulin and FOS in the soluble fibres space. The dynamics of these two ingredients also foretell the movements in the overall market for soluble fibres.

Inulin and FOS together constituted about 28% of the total production of soluble fibres in 2013, which grew slightly to become 29% in 2015. The fulcrum of production lay in Europe for Inulin and China for FOS in 2013. By 2015, China had also started production of inulin notwithstanding a shortage of raw materials. North America had about 60% of the total consumption of Europe for these two ingredients, with a distinct preference for inulin. It is the multiple benefits offered in the case of inulin, such as reduction of sugar and fat, that has increased its popularity rather than its positioning as a soluble fibre with health benefits. In the USA, consumers were not yet fully aware of the benefits of soluble fibres per se, and insoluble fibres (complemented by trends such as “whole grain”) were more popular in the public psyche. The rejection of many article 13 claims, and the remaining being difficult to communicate to consumers (fecal bulking, for example) had also slowed down the growth of fibres in Europe in 2013. The two significant consumption sectors for inulin and FOS are dairy and dairy/infant formula respectively, seeing no great change over time.

Giract – Geneva, the transnational ingredient consulting firm has a rich history of tracking global markets for food ingredients over the past 45 years. It has published several studies covering soluble and insoluble fibres – 2004, 2009, 2013 and 2015. In addition, it has undertaken several confidential projects in this sector. Combined with our 360° approach to research, and presentation at the end of the study – the current proposed report is a valuable resource for market participants to decide their next move.

OBJECTIVES The main objective is to provide a full picture of the supply and demand scenario of soluble fibre ingredients in the key global markets. This can be split into the following sub objectives:

- To identify the ingredient producers and to establish the supply scenario of the selected soluble fibres
- To track price movements and analyse reasons
- To quantify the current market demand and to forecast volumes, market values and trends to 2023 for the end products and for soluble fibre ingredients
- To understand the choice – the “why” and “why not” – for the use of a fibre, and to identify potential novel fibre ingredient alternatives based on in-depth user interviews

PRODUCTS Inulin, oligosaccharides (OS) such as fructo- and galacto-OS, isomalto-OS, XOS, galactofructose, polydextrose, resistant starch, resistant maltodextrin, soluble corn fibre, beta glucan-rich fibre, tagatose, cellulosic fibres, psyllium, hydrolysed gums, chitosan, and konjac

MARKETS USA/Canada; Brazil; EU-28/Norway/Switzerland; Russia/Ukraine; China, India, Asia-Pacific (Singapore, Indonesia, Malaysia, Thailand, Vietnam, South Korea, Australia) – supply and demand

Latin America (outside Brazil) and Japan – market overviews (focus on supply)

SECTORS Dairy, drinks, diet foods, bakery/cereals/bars, baby/infant formula, other food, petfood and animal feed (as prebiotics), supplements (capsules, etc.)

TIMESCALE Current 2018, forecasts to 2023

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Soluble Fibre Ingredients Key Global Markets Supply/Demand/Forecasts/Trends 2018-2023

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For

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Within this study, Giract has reported its understanding of the current and future positions of individual companies with regard to use of specific ingredients. Whilst these are Giract's honest recording of specific interviews, they must not be considered as an 'official position' of the company in question. Giract accepts no liability for any errors or omissions in its information or forecasts or for any consequential loss.

CONTENTS

1.	INTRODUCTION	20
1.1.	BACKGROUND	20
1.2.	OBJECTIVES	20
1.3.	SCOPE	21
1.3.1.	PRODUCTS	21
1.3.2.	GEOGRAPHICAL MARKETS	21
1.3.3.	END-USE SECTORS	21
1.3.4.	TIMESCALE	21
2.	EXECUTIVE SUMMARY	22
2.1.	GLOSSARY/EXCHANGE RATES	24
2.2.	SUPPLY	25
2.2.1.	PRODUCTION	25
2.2.2.	SIGNIFICANT CHANGES IN PRODUCTION (2018)	26
2.3.	SUPPLY BY FORMAT	28
2.3.1.	INULIN	32
2.3.2.	FRUCTOOLIGOSACCHARIDES	35
2.3.3.	GALACTO OLIGOSACCHARIDES	38
2.3.4.	ISOMALTO OLIGOSACCHARIDES	40
2.3.5.	XYLO OLIGOSACCHARIDES	42
2.3.6.	GALACTOFRUCTOSE/LACTULOSE	44
2.3.7.	POLYDEXTROSE	46
2.3.8.	RESISTANT STARCH	48
2.3.9.	RESISTANT MALTODEXTRIN	50
2.3.10.	SOLUBLE CORN FIBRE	52
2.3.11.	BETA GLUCAN RICH FIBRE	54
2.3.12.	TAGATOSE	56
2.3.13.	CELLULOSIC FIBRES	59
2.3.14.	PSYLLIUM	61
2.3.15.	GUM ARABIC	62
2.3.16.	HYDROLYSED GUMS	65
2.3.17.	CHITOSAN	66
2.3.18.	KONJAC	68
2.3.19.	MANNAN & OTHER OLIGOSACCHARIDES	71
2.3.20.	TRADE & AVAILABILITY	73
2.4.	MARKET DRIVERS	73
2.4.1.	TECHNICAL FUNCTIONALITY	76
2.4.1.1	SUGAR/CALORIE REDUCTION	77
2.4.1.2	SOLUBLE FIBRES VERSUS POLYOLS	78
2.4.1.3	COMPETITION ACROSS SOLUBLE FIBRES	80
2.4.1.4	DAIRY	81

Soluble Fibre Ingredients

Page

Key Global Markets

2

Supply/Demand/Forecasts/Trends

2018–2023

Multiclient report

2.4.1.5	DRINKS.....	82
2.4.1.6	BAKERY.....	83
2.4.1.7	CONFECTIONERY.....	84
2.4.2.	NUTRITIONAL BENEFITS/FIBRE ENRICHMENT.....	84
2.4.2.1	COMPETITION ACROSS SOLUBLE FIBRES.....	85
2.4.2.2	BAKERY/CEREAL-BASED PRODUCTS.....	87
2.4.2.3	DAIRY.....	87
2.4.2.4	DIETARY SUPPLEMENTS.....	88
2.4.3.	PHYSIOLOGICAL/HEALTH BENEFITS.....	88
2.4.3.1	COMPETITION ACROSS SOLUBLE FIBRES.....	89
2.4.3.2	INFANT NUTRITION.....	90
2.4.3.3	MEDICAL/CLINICAL/ENTERAL NUTRITION.....	92
2.4.3.4	DIETARY SUPPLEMENTS.....	93
2.4.3.5	ANIMAL NUTRITION.....	94
2.4.3.6	PET FOODS.....	95
2.5.	DEMAND.....	96
2.5.1.	CURRENT DEMAND.....	96
2.5.1.1	SOLUBLE FIBRE DEMAND - VOLUME, BY REGION, 2018.....	96
2.5.1.2	SOLUBLE FIBRE DEMAND - VALUE, BY REGION, 2018.....	98
2.5.1.3	SOLUBLE FIBRE DEMAND - VOLUME, BY END USE, 2018.....	100
2.5.1.4	SOLUBLE FIBRE DEMAND - VALUE, BY END USE, 2018.....	101
2.5.2.	FORECAST DEMAND.....	103
2.5.2.1	SOLUBLE FIBRE DEMAND, BY REGION, 2023.....	105
2.5.2.2	SOLUBLE FIBRE DEMAND, BY END USE, 2023.....	106
2.5.3.	SOLUBLE FIBRE DEMAND SUMMARY, 2018-2023.....	107
3.	USA/CANADA.....	109
3.1.	USA & CANADA SUMMARY.....	109
3.2.	INDUSTRY STRUCTURE.....	110
3.2.1.	FOOD INDUSTRY - NORTH AMERICA.....	110
3.2.2.	MAIN DRIVING FORCES.....	111
3.3.	LEGISLATION.....	112
3.4.	SUPPLY.....	117
3.4.1.	CURRENT PRODUCTION.....	117
3.4.2.	PRODUCERS.....	117
3.4.2.1	ALGAEON.....	117
3.4.2.2	ARCHER DANIELS MIDLAND (ADM)/MATSUTANI.....	118
3.4.2.3	BENEO.....	120
3.4.2.4	BIONEUTRA.....	121
3.4.2.5	BIOThERA.....	122
3.4.2.6	BONUMOSE.....	123
3.4.2.7	CANLAC.....	124
3.4.2.8	CARGILL.....	124
3.4.2.9	CEAPRO.....	126
3.4.2.10	CHINOVA BIOWORKS.....	127

3.4.2.11	FIBERSTAR.....	128
3.4.2.12	GARUDA INTERNATIONAL.....	129
3.4.2.13	INGREDION.....	130
3.4.2.14	JRS.....	133
3.4.2.15	LESSAFRE/BIOSPRINGER.....	133
3.4.2.16	MGP INGREDIENTS.....	134
3.4.2.17	PRENEXUS HEALTH.....	135
3.4.2.18	POLYCELL.....	136
3.4.2.19	ROQUETTE.....	136
3.4.2.20	SENSIENT.....	137
3.4.2.21	TATE AND LYLE.....	137
3.4.2.22	VITALUS NUTRITION.....	138
3.5.	TRADE AND AVAILABILITY.....	140
3.6.	INDICATIVE MARKET PRICES.....	141
3.7.	MARKET STRUCTURE.....	142
3.7.1.	DAIRY.....	142
3.7.2.	DRINKS.....	144
3.7.3.	DIET FOODS.....	146
3.7.4.	BAKERY/CEREALS/BARS.....	147
3.7.5.	BABY/INFANT FORMULA.....	151
3.7.6.	OTHER FOOD.....	153
3.7.7.	NON-FOOD SECTORS.....	154
3.7.7.1	PETFOOD.....	154
3.7.7.2	ANIMAL FEED.....	156
3.7.7.3	SUPPLEMENTS.....	157
3.8.	DEMAND.....	159
3.8.1.	CURRENT DEMAND.....	159
3.8.2.	DEMAND FORECAST.....	161
3.8.3.	DEMAND SUMMARY.....	162
3.9.	END-USER PERCEPTIONS.....	164
3.9.1.	OVERVIEW.....	164
3.9.1.1	ARCTIC ZERO.....	165
3.9.1.2	CHOBANI.....	167
3.9.1.3	DAIYA FOODS.....	168
3.9.1.4	DESIGNS FOR HEALTH.....	170
3.9.1.5	IMPOSSIBLE FOODS.....	172
3.9.1.6	GASPARI NUTRITION.....	174
3.9.1.7	GENERAL MILLS.....	175
3.9.1.8	KELLOGG.....	179
3.9.1.9	LIFEWAY FOODS.....	181
3.9.1.10	METAMUCIL.....	183
3.9.1.11	NURTURE.....	185
3.9.1.12	OLIPOP.....	187
3.9.1.13	TEECCINO CAFE.....	189

3.9.1.14	THE SOLA COMPANY	191
3.9.1.15	VETNIQUE LABS	194
3.9.1.16	YOFIIT.....	195
4.	BRAZIL.....	198
4.1.	BRAZIL SUMMARY	198
4.2.	INDUSTRY STRUCTURE	199
4.2.1.	FOOD INDUSTRY	199
4.2.2.	MAIN DRIVING FORCES.....	200
4.3.	LEGISLATION	200
4.4.	SUPPLY	203
4.4.1.	CURRENT PRODUCTION.....	203
4.4.2.	SUPPLIERS	203
4.4.2.1	FRIESLANDCAMPINA	203
4.4.2.2	METACHEM INDUSTRIAL E COMMERCIAL.....	203
4.4.2.3	NEXIRA	203
4.4.2.4	SWEETMIX IND	204
4.4.2.5	TATE AND LYLE.....	204
4.5.	TRADE AND AVAILABILITY	205
4.6.	INDICATIVE MARKET PRICES	206
4.7.	MARKET STRUCTURE	207
4.7.1.	DAIRY	207
4.7.2.	DRINKS	209
4.7.3.	DIET FOODS.....	211
4.7.4.	BAKERY/CEREALS/BARS.....	212
4.7.5.	BABY/INFANT FORMULA	215
4.7.6.	OTHER FOODS	216
4.7.7.	NON-FOOD SECTORS	217
4.7.7.1	PETFOOD.....	217
4.7.7.2	SUPPLEMENTS	219
4.7.7.3	PHARMACEUTICALS	220
4.8.	DEMAND	222
4.8.1.	CURRENT DEMAND	222
4.8.2.	DEMAND FORECAST	224
4.8.3.	DEMAND SUMMARY	225
4.9.	END-USER PERCEPTIONS	227
4.9.1.	OVERVIEW.....	227
4.9.2.	DANONE	227
4.9.3.	NUTRIMENTAL	229
4.9.4.	PANDURATA ALIMENTOS.....	230
4.9.5.	TAKEDA BRAZIL	232
5.	EU-28+CH+NO	234

5.1.	EU28+CH+NO SUMMARY	234
5.2.	INDUSTRY STRUCTURE	235
5.2.1.	FOOD INDUSTRY	235
5.2.2.	MAIN DRIVING FORCES	237
5.3.	LEGISLATION	237
5.4.	SUPPLY	249
5.4.1.	CURRENT PRODUCTION.....	249
5.4.2.	PRODUCERS	250
5.4.2.1	ABBOTT (NL)	250
5.4.2.2	BEGHIN-MEIJJI (FR).....	251
5.4.2.3	BENEO (BE).....	252
5.4.2.4	CFF GMBH & CO. (GE)	253
5.4.2.5	CARGILL (BE).....	254
5.4.2.6	CLASADO (UK)	255
5.4.2.7	COSUCRA (BE).....	256
5.4.2.8	DAIRY CREST (UK).....	256
5.4.2.9	DAMHERT NUTRITION (IT).....	257
5.4.2.10	DANIPHARM (DK).....	258
5.4.2.11	FAZER MILLS (FI)	258
5.4.2.12	FRESENIUS KABI (AU)	259
5.4.2.13	FRIESLANDCAMPINA (NL)	260
5.4.2.14	INTERFIBER EUROPE (POLAND).....	261
5.4.2.15	J. RETTENMAIER & SONS - JRS (DE).....	261
5.4.2.16	KALYS (FR).....	261
5.4.2.17	KITOZYME (BE)	262
5.4.2.18	LALLEMAND ANIMAL NUTRITION (UK).....	263
5.4.2.19	NATUREX/SWEDISH OAT FIBER (SV).....	264
5.4.2.20	NEXIRA (FR).....	265
5.4.2.21	PHILEO LESSAFRE ANIMAL CARE (FR).....	265
5.4.2.22	ROQUETTE (FR)	266
5.4.2.23	SENSUS (NL)	267
5.4.2.24	SOLACTIS (FR).....	268
5.4.2.25	TATE AND LYLE (UK).....	270
5.5.	TRADE AND AVAILABILITY	271
5.6.	INDICATIVE MARKET PRICES	273
5.7.	MARKET STRUCTURE	274
5.7.1.	DAIRY	274
5.7.2.	DRINKS	278
5.7.3.	DIET FOODS.....	281
5.7.4.	BAKERY/CEREALS/BARS.....	285
5.7.4.1	BREAD	286
5.7.4.2	BISCUITS.....	286
5.7.4.3	CAKES/PASTRIES.....	287
5.7.4.4	BREAKFAST CEREALS	287

5.7.5.	BABY/INFANT FORMULA.....	293
5.7.6.	OTHER FOOD/OTHER NON-FOOD	297
5.7.6.1	OTHER FOOD	297
5.7.6.2	OTHER NON-FOOD	301
5.7.7.	NON-FOOD SECTORS	304
5.7.7.1	PETFOOD.....	304
5.7.7.2	ANIMAL FEED	306
5.7.7.3	SUPPLEMENTS	306
5.8.	DEMAND	310
5.8.1.	CURRENT DEMAND	310
5.8.2.	DEMAND FORECAST	311
5.8.3.	DEMAND SUMMARY	312
5.9.	END-USER PERCEPTIONS	314
5.9.1.	OVERVIEW.....	314
5.9.1.1	ABBOTT MANUFACTURING.....	317
5.9.1.2	ATLANTIC MUTIPOWER.....	318
5.9.1.3	AGILIA A/S	320
5.9.1.4	BFREE FOODS.....	321
5.9.1.5	CAVALIER.....	323
5.9.1.6	CLASADO	326
5.9.1.7	CLOETTA SVERIGE	327
5.9.1.8	ECKES GRANINI.....	329
5.9.1.9	GENIUS FOODS.....	331
5.9.1.10	GLACIO-IJSBOERKE.....	332
5.9.1.11	PRO DIETIC.....	334
5.9.1.12	VSI/HEARTHSIDE FOODS	336
5.9.1.13	WEETABIX.....	337
6.	RUSSIA	339
6.1.	RUSSIA SUMMARY	339
6.2.	INDUSTRY STRUCTURE	339
6.2.1.	FOOD INDUSTRY	339
6.2.2.	MAIN DRIVING FORCES	341
6.3.	LEGISLATION	341
6.4.	SUPPLY	356
6.4.1.	CURRENT PRODUCTION.....	356
6.4.2.	PRODUCERS	356
6.4.2.1	FELITSATA HOLDING	357
6.4.2.2	YANIMILS, SHECHON LACTULOSE.....	359
6.4.2.3	CHITIN AND CHITOSAN COMPANY	360
6.5.	TRADE AND AVAILABILITY	361
6.6.	INDICATIVE MARKET PRICES	362
6.7.	MARKET STRUCTURE	363

6.7.1.	DAIRY	363
6.7.2.	DRINKS	365
6.7.3.	DIET FOODS.....	367
6.7.4.	BAKERY/CEREALS/BARS.....	369
6.7.5.	BABY/INFANT FORMULA.....	371
6.7.6.	OTHER FOOD	373
6.7.7.	NON-FOOD SECTORS	375
6.7.7.1	PETFOOD.....	375
6.7.7.2	ANIMAL FEED	376
6.7.7.3	SUPPLEMENTS.....	376
6.8.	DEMAND	378
6.8.1.	CURRENT DEMAND	378
6.8.2.	DEMAND FORECAST	391
6.8.3.	DEMAND SUMMARY	394
6.9.	END-USER PERCEPTIONS	396
6.9.1.	OVERVIEW.....	396
6.9.1.1	GALAKTIKA	397
6.9.1.2	WIMM-BILL-DANN (WBD) (PEPSICO).....	397
6.9.1.3	RUSKAN - ROYAL CANIN	398
6.9.1.4	EVELAR.....	399
7.	UKRAINE.....	402
7.1.	UKRAINE SUMMARY	402
7.2.	INDUSTRY STRUCTURE	402
7.2.1.	FOOD INDUSTRY	402
7.2.2.	MAIN DRIVING FORCES.....	403
7.3.	LEGISLATION	403
7.4.	SUPPLY	410
7.4.1.	CURRENT PRODUCTION.....	410
7.5.	TRADE AND AVAILABILITY	410
7.6.	INDICATIVE MARKET PRICES	411
7.7.	MARKET STRUCTURE	412
7.7.1.	DAIRY.....	412
7.7.2.	DRINKS.....	416
7.7.3.	DIET FOODS.....	418
7.7.4.	BAKERY/CEREALS/BARS.....	419
7.7.5.	BABY/INFANT FORMULA.....	420
7.7.6.	OTHER FOOD	423
7.7.7.	NON-FOOD SECTORS	424
7.7.7.1	PETFOOD.....	424
7.7.7.2	ANIMAL FEED	426
7.7.7.3	DIETARY SUPPLEMENTS.....	427
7.8.	DEMAND	430

7.8.1.	CURRENT DEMAND	430
7.8.2.	DEMAND FORECAST	433
7.8.3.	DEMAND SUMMARY	434
7.9.	END-USER PERCEPTIONS	435
7.9.1.	OVERVIEW	435
7.9.1.1	FELITSATA UKRAINE	436
7.9.1.2	KHOROLSKY MILK PLANT OF BABY PRODUCTS (UA)	438
7.9.1.3	KORMOTECH (UA)	440
7.9.1.4	PEPSICO - WIMM-BILL-DANN - KHARKIV MILK PLANT (UA)	441
8.	CHINA	444
8.1.	CHINA SUMMARY	444
8.2.	INDUSTRY STRUCTURE	445
8.2.1.	FOOD INDUSTRY	445
8.2.2.	MAIN DRIVING FORCE	446
8.3.	LEGISLATION	446
8.4.	SUPPLY	449
8.4.1.	CURRENT PRODUCTION	451
8.4.2.	PRODUCERS	455
8.4.2.1	ARCHER DANIELS MIDLAND COMPANY - TIANJIN PLANT	455
8.4.2.2	BAOLINGBAO BIOLOGY	455
8.4.2.3	CHONGQING JOYWIN NATURAL PRODUCTS	457
8.4.2.4	FENGNING PING'AN HIGH-TECH INDUSTRIAL	458
8.4.2.5	HEBI TAIXIN TECHNOLOGY	459
8.4.2.6	HENAN TAILIJIE BIOTECH	460
8.4.2.7	HUBEI KONSON KONJAC TECHNOLOGY	460
8.4.2.8	JCANTEK PHARMACEUTICALS	461
8.4.2.9	JIANGSU SHUANGLIN MARINE BIOLOGICAL PHARMACEUTICAL	461
8.4.2.10	LINYI SHANSONG BIOLOGICAL PRODUCTS	461
8.4.2.11	LUZHOU BIO-CHEM TECHNOLOGY (SHANDONG)	462
8.4.2.12	SHANDONG LONGLIVE BIO-TECHNOLOGY	462
8.4.2.13	SHANDONG MINQIANG BIOTECHNOLOGY	463
8.4.2.14	SHANDONG TIANMEI BIOTECH	464
8.4.2.15	SHANDONG ZHIYIYUAN HEALTH TECHNOLOGY	465
8.4.2.16	SHAANXI JINTAI KONJAC INDUSTRIAL DEVELOPMENT	465
8.4.2.17	TATE & LYLE FOOD INGREDIENTS (NANTONG) CO., LTD. (FORMER WINWAY)	465
8.4.2.18	QINGHAI FANINON (FORMERLY WEIDE)	466
8.4.2.19	QUANTUM HI-TECH (CHINA) BIOLOGICAL	467
8.4.2.20	YIBIN YATAI BIOTECHNOLOGY	468
8.4.2.21	YUNFU NEW FRANCISCO BIOTECHNOLOGY	468
8.4.2.22	ZHEJIANG NEW FUDA OCEAN BIOTECH	470
8.5.	TRADE AND AVAILABILITY	471
8.6.	INDICATIVE MARKET PRICES	472
8.7.	MARKET STRUCTURE	473

8.7.1.	DAIRY	473
8.7.2.	DRINKS	477
8.7.3.	DIETFOODS	480
8.7.4.	BAKERY/CEREALS/BARS	484
8.7.5.	BABY/INFANT FORMULA	487
8.7.6.	OTHER FOOD	491
8.7.7.	NON-FOOD SECTORS	495
8.7.7.1	PETFOOD	495
8.7.7.2	ANIMAL FEED	497
8.7.7.3	SUPPLEMENTS	498
8.8.	DEMAND	502
8.8.1.	CURRENT DEMAND	502
8.8.2.	DEMAND FORECAST	504
8.8.3.	DEMAND SUMMARY	505
8.9.	END-USER PERCEPTIONS	507
8.9.1.	OVERVIEW	507
8.9.1.1	BEINGMATE BABY & CHILD FOOD	508
8.9.1.2	BIOSTIME (CHINA)	511
8.9.1.3	BRIGHT DAIRY & FOOD	512
8.9.1.4	BY-HEALTH	514
8.9.1.5	BEIJING COMPETITOR SPORTS SCIENCE TECHNOLOGY	517
8.9.1.6	CHINA MENGNIU DAIRY COMPANY LIMITED	519
8.9.1.7	DALI GROUP	522
8.9.1.8	FOOD CUBE BIOTECHNOLOGY	523
8.9.1.9	GUANGZHOU ENTERNUTR BIOTECH	524
8.9.1.10	GUILIN SEAMILD FOODS	525
8.9.1.11	HEILONGJIANG FEIHE DAIRY	527
8.9.1.12	HUAXING PET FOOD CO., LTD.	528
8.9.1.13	INNER MONGOLIA YILI INDUSTRIAL GROUP CO., LTD.	530
8.9.1.14	MARS FOOD (CHINA)	532
8.9.1.15	MEAD JOHNSON NUTRITION (CHINA)	533
8.9.1.16	NANJING YOUNENG BIOTECH	535
8.9.1.17	NONGFU SPRING	537
8.9.1.18	PERFECT (CHINA)	538
8.9.1.19	SHANGHAI DAISY FSMP	540
8.9.1.20	SHANGHAI VITA BIOTECH CO., LTD.	542
8.9.1.21	TOYO PACK (CHANGSHU)	543
8.9.1.22	WAHAHA	545
8.9.1.23	YASHILI (GROUP)	547
9.	INDIA	549
9.1.	INDIA SUMMARY	549
9.2.	INDUSTRY STRUCTURE	550
9.2.1.	FOOD INDUSTRY	550
9.2.2.	MAIN DRIVING FORCES	551

9.3.	LEGISLATION	552
9.4.	SUPPLY	553
9.4.1.	CURRENT PRODUCTION.....	553
9.4.2.	PRODUCERS	554
9.4.2.1	ALKEM	554
9.4.2.2	ABHYUDAY INDUSTRIES.....	555
9.4.2.3	LACTOSE INDIA.....	556
9.4.2.4	METEORIC BIOPHARMACEUTICALS	557
9.4.2.5	TATA CHEMICALS	559
9.4.2.6	TAIYO KAGAKU	559
9.4.2.7	URVESH PSYLLIUM INDUSTRIES.....	560
9.5.	TRADE AND AVAILABILITY	561
9.6.	INDICATIVE MARKET PRICES	565
9.7.	MARKET STRUCTURE	565
9.7.1.	DAIRY	565
9.7.2.	DRINKS	567
9.7.3.	DIET FOODS.....	570
9.7.4.	BAKERY/CEREALS/BARS.....	573
9.7.5.	BABY/INFANT FORMULA.....	575
9.7.6.	OTHER FOOD	577
9.7.7.	NON-FOOD SECTORS	578
9.7.7.1	PETFOOD.....	578
9.7.7.2	ANIMAL FEED	580
9.7.7.3	SUPPLEMENTS	581
9.7.7.4	OTHER NON-FOOD	584
9.8.	DEMAND	586
9.8.1.	CURRENT DEMAND	586
9.8.2.	DEMAND FORECAST	588
9.8.3.	DEMAND SUMMARY	589
9.9.	END-USER PERCEPTIONS	591
9.9.1.	OVERVIEW.....	591
9.9.1.1	BRITANNIA INDUSTRIES	592
9.9.1.2	DROOLS.....	593
9.9.1.3	ITC.....	595
9.9.1.4	JHANIL HEALTHCARE	596
9.9.1.5	MARICO	598
9.9.1.6	MEAD JOHNSON NUTRITION INDIA	600
9.9.1.7	NATURELL INDIA.....	601
9.9.1.8	PANACEA BIOTECH.....	602
9.9.1.9	SPRIGHTLITE FOODS	604
9.9.1.10	UNIBIC FOODS INDIA	606
9.9.1.11	WEST-COAST PHARMACEUTICAL WORKS	607
10.	SINGAPORE.....	609

10.1. SINGAPORE SUMMARY	609
10.1.1. FOOD INDUSTRY	609
10.2. LEGISLATION	611
10.3. SUPPLY	614
10.3.1. CURRENT PRODUCTION.....	614
10.3.2. SUPPLIERS	614
10.3.2.1 <i>DSM SINGAPORE</i>	614
10.3.2.2 <i>DUPONT</i>	614
10.3.2.3 <i>NUTRIMAX ORGANIC</i>	615
10.3.2.4 <i>FRIESLANDCAMPINA SINGAPORE</i>	615
10.4. TRADE AND AVAILABILITY	616
10.5. INDICATIVE MARKET PRICES	617
10.6. MARKET STRUCTURE	617
10.6.1. DAIRY.....	617
10.6.2. DRINKS.....	618
10.6.3. DIET FOODS.....	619
10.6.4. BAKERY/CEREALS/BARS.....	620
10.6.5. BABY/INFANT FORMULA.....	621
10.6.6. OTHER FOOD	623
10.6.7. NON-FOOD SECTORS	625
10.6.7.1 <i>PET FOOD</i>	625
10.6.7.2 <i>ANIMAL FEED</i>	626
10.6.7.3 <i>SUPPLEMENTS</i>	626
10.7. DEMAND	628
10.7.1. CURRENT DEMAND	628
10.7.2. DEMAND FORECAST	630
10.7.3. DEMAND SUMMARY	631
10.8. END-USER PERCEPTIONS	633
10.8.1. OVERVIEW.....	633
10.8.1.1 <i>ABBOTT MANUFACTURING</i>	633
10.8.2. <i>BONJOUR BAKERY/GARDENIA FOOD</i>	634
10.8.3. <i>OLIVIA HENG-MARKER</i>	635
11. INDONESIA	637
11.1. INDONESIA SUMMARY	637
11.2. INDUSTRY STRUCTURE	638
11.2.1. FOOD INDUSTRY	638
11.2.2. MAIN DRIVING FORCES.....	639
11.3. LEGISLATION	639
11.4. SUPPLY	644
11.4.1. CURRENT PRODUCTION.....	644
11.4.2. PRODUCERS	644
11.4.2.1 <i>PT RAYA SUGARINDO INTI</i>	644

11.4.2.2	BIO CHITOSAN INDONESIA.....	645
11.4.2.3	PT ALAM MANIS INDONESIA.....	645
11.4.2.4	DPO INDONESIA.....	645
11.4.2.5	IMCD INDONESIA.....	645
11.4.2.6	PT LAUTAN LUAS.....	646
11.4.2.7	PT BUMI TIRTA PANGAN KENCANA.....	646
11.5.	TRADE AND AVAILABILITY.....	647
11.6.	INDICATIVE MARKET PRICES.....	649
11.7.	MARKET STRUCTURE.....	650
11.7.1.	DAIRY.....	650
11.7.2.	DRINKS.....	652
11.7.3.	DIET FOODS.....	653
11.7.4.	BAKERY/CEREALS/BARS.....	655
11.7.5.	BABY/INFANT FORMULA.....	656
11.7.6.	OTHER FOOD.....	658
11.7.7.	NON-FOOD SECTORS.....	661
11.7.7.1	PETFOOD.....	661
11.7.7.2	ANIMAL FEED.....	662
11.7.7.3	SUPPLEMENTS.....	663
11.8.	DEMAND.....	664
11.8.1.	CURRENT DEMAND.....	664
11.8.2.	DEMAND FORECAST.....	666
11.8.3.	DEMAND SUMMARY.....	667
11.9.	END-USER PERCEPTIONS.....	669
11.9.1.1	HEAVENLYBLUSH.....	669
11.9.1.2	PT. HERLINA INDAH (ENESIS GROUP).....	670
11.9.1.3	PT KALBE FARMA (INFANT FOOD).....	672
11.9.1.4	PT KOBE NUTRI FARMA (FIBREFIRST).....	673
11.9.1.5	PT NUTRICIA INDONESIA SEJAHTERA.....	674
12.	MALAYSIA.....	676
12.1.	MALAYSIA SUMMARY.....	676
12.2.	INDUSTRY STRUCTURE.....	676
12.2.1.	FOOD INDUSTRY.....	676
12.3.	LEGISLATION.....	678
12.3.1.	PERMITTED CLAIMS.....	678
12.4.	SUPPLY.....	680
12.4.1.	DISTRIBUTORS.....	681
12.4.1.1	DPO MALAYSIA.....	681
12.4.1.2	SUNSHINE SPECIALTIES.....	681
12.4.1.3	CONNELL BROTHERS COMPANY.....	681
12.5.	TRADE AND AVAILABILITY.....	681
12.6.	INDICATIVE MARKET PRICES.....	683

12.7. MARKET STRUCTURE	683
12.7.1. DAIRY.....	683
12.7.2. DRINKS.....	685
12.7.3. DIET FOODS.....	686
12.7.4. BAKERY/CEREALS/BARS.....	687
12.7.5. BABY/INFANT FORMULA.....	689
12.7.6. OTHER FOOD.....	690
12.7.7. NON-FOOD SECTORS.....	691
12.7.7.1 PETFOOD.....	691
12.7.7.2 ANIMAL FEED.....	691
12.7.7.3 SUPPLEMENTS.....	692
12.8. DEMAND	694
12.8.1. CURRENT DEMAND	694
12.8.2. DEMAND FORECAST.....	696
12.8.3. DEMAND SUMMARY	697
12.9. END-USER PERCEPTIONS	699
12.9.1. OVERVIEW.....	699
12.9.1.1 JOYAMAZE.....	699
12.9.1.2 NATURE BASIS.....	701
12.9.1.3 SPRITZER.....	702
13. THAILAND	704
13.1. THAILAND SUMMARY	704
13.2. INDUSTRY STRUCTURE	704
13.2.1. FOOD INDUSTRY	704
13.2.2. MAIN DRIVING FORCES.....	706
13.3. LEGISLATION	707
13.3.1. PERMITTED CLAIMS.....	707
13.3.2. FOOD.....	707
13.3.3. SUPPLEMENTS.....	708
13.3.4. ANIMAL FEED.....	708
13.4. SUPPLY	709
13.4.1. PRODUCERS.....	709
13.4.1.1 DPO THAILAND.....	709
13.4.1.2 BERLI JUCKER.....	709
13.4.1.3 KOVIC KATE.....	709
13.4.1.4 JEBSEN & JESSEN (SEA).....	710
13.5. TRADE AND AVAILABILITY	711
13.6. INDICATIVE MARKET PRICES	712
13.7. MARKET STRUCTURE	712
13.7.1. DAIRY.....	712
13.7.2. DRINKS.....	714
13.7.3. DIET FOODS.....	715

13.7.4.	BAKERY/CEREALS/BARS.....	716
13.7.5.	BABY/INFANT FORMULA.....	718
13.7.6.	OTHER FOOD.....	719
13.7.7.	NON-FOOD SECTORS.....	721
13.7.7.1	PETFOOD.....	721
13.7.7.2	ANIMAL FEED.....	722
13.7.7.3	SUPPLEMENTS.....	723
13.8.	DEMAND.....	724
13.8.1.	CURRENT DEMAND.....	724
13.8.2.	DEMAND FORECAST.....	726
13.8.3.	DEMAND SUMMARY.....	727
13.9.	END-USER PERCEPTIONS.....	729
13.9.1.	OVERVIEW.....	729
13.9.1.1	MEAD JOHNSON THAILAND.....	729
13.9.1.2	DUTCH MILL.....	730
13.9.1.3	THAI UNION GLOBAL PETCARE.....	731
13.9.1.4	BETAGRO.....	733
14.	VIETNAM.....	735
14.1.	VIETNAM SUMMARY.....	735
14.2.	INDUSTRY STRUCTURE.....	735
14.2.1.	FOOD INDUSTRY.....	735
14.3.	LEGISLATION.....	737
14.3.1.	BACKGROUND.....	737
14.3.2.	FOOD.....	739
14.3.3.	SUPPLEMENTS.....	740
14.3.4.	ANIMAL FEED.....	740
14.4.	SUPPLY.....	741
14.4.1.	CURRENT PRODUCTION.....	741
14.4.1.1	BRENNTAG VIETNAM.....	741
14.4.1.2	GOLDEN SAND TRADING AND CONSULTING CORPORATION.....	741
14.4.1.3	SPECIALITY INGREDIENT MANAGEMENT LLC.....	741
14.5.	TRADE AND AVAILABILITY.....	741
14.6.	INDICATIVE MARKET PRICES.....	743
14.7.	MARKET STRUCTURE.....	743
14.7.1.	DAIRY.....	744
14.7.2.	DRINKS.....	744
14.7.3.	DIET FOODS.....	745
14.7.4.	BAKERY/CEREALS/BARS.....	745
14.7.5.	BABY/INFANT FORMULA.....	746
14.7.6.	OTHER FOOD.....	747
14.7.7.	NON-FOOD SECTORS.....	748
14.7.7.1	PETFOOD.....	748

14.7.7.2	ANIMAL FEED	749
14.7.7.3	SUPPLEMENTS	749
14.8.	DEMAND	750
14.8.1.	CURRENT DEMAND	750
14.8.2.	DEMAND FORECAST	752
14.8.3.	DEMAND SUMMARY	753
14.9.	END-USER PERCEPTIONS	755
14.9.1.	OVERVIEW.....	755
14.9.1.1	TRANG LY PHARMA	755
14.9.1.2	VINAMILK	756
15.	SOUTH KOREA	758
15.1.	SOUTH KOREA SUMMARY	758
15.2.	INDUSTRY STRUCTURE	759
15.2.1.	FOOD INDUSTRY	759
15.3.	LEGISLATION	760
15.3.1.	BACKGROUND.....	760
15.3.2.	PERMITTED CLAIMS	760
15.3.3.	FOOD	760
15.3.4.	SUPPLEMENTS	761
15.3.5.	ANIMAL FEED.....	761
15.4.	SUPPLY	762
15.4.1.	CURRENT PRODUCTION.....	762
15.4.2.	PRODUCERS	762
15.4.2.1	CJ CHEIL JEDANG	762
15.4.2.2	BIO POLYTECH	763
15.4.2.3	MATSUTANI KOREA, INCORPORATED.....	763
15.4.2.4	INGREDION KOREA INCORPORATED.....	764
15.4.2.5	YOUNG DEOK CHITOSAN	765
15.4.2.6	NEO CREMAR	765
15.5.	TRADE AND AVAILABILITY	767
15.6.	INDICATIVE MARKET PRICES	768
15.7.	MARKET STRUCTURE	768
15.7.1.	DAIRY.....	768
15.7.2.	DRINKS.....	770
15.7.3.	DIET FOODS.....	771
15.7.4.	BAKERY/CEREALS/BARS.....	772
15.7.5.	BABY/INFANT FORMULA.....	774
15.7.6.	OTHER FOOD	775
15.7.7.	NON-FOOD SECTORS	776
15.7.7.1	PETFOOD.....	776
15.7.7.2	ANIMAL FEED	777
15.7.7.3	SUPPLEMENTS	778

15.8. DEMAND	780
15.8.1. CURRENT DEMAND	780
15.8.2. DEMAND FORECAST	782
15.8.3. DEMAND SUMMARY	783
15.9. END-USER PERCEPTIONS	785
15.9.1. OVERVIEW.....	785
15.9.1.1 DANONE PULMUONE	785
15.9.1.2 NAMYANG DAIRY PRODUCTS.....	786
16. AUSTRALIA	789
16.1. AUSTRALIA SUMMARY	789
16.2. INDUSTRY STRUCTURE	790
16.2.1. FOOD INDUSTRY	790
16.2.2. MAIN DRIVING FORCES.....	791
16.3. LEGISLATION	792
16.3.1. FOOD	794
16.4. PRODUCERS.....	795
16.5. SUPPLY	795
16.5.1.1 INGREDION.....	795
16.5.1.2 FRIESLANDCAMPINA/GREAT OCEAN INGREDIENTS	796
16.5.2. DISTRIBUTORS/TRADERS.....	797
16.5.2.1 IMCD AUSTRALIA LIMITED.....	797
16.5.2.2 BRENNTAG AUSTRALIA.....	798
16.5.2.3 TATE & LYLE AUSTRALIA	798
16.5.2.4 WILMAR BIOETHANOL AUSTRALIA.....	798
16.6. TRADE AND AVAILABILITY	799
16.7. INDICATIVE MARKET PRICES	800
16.8. MARKET STRUCTURE	800
16.8.1. DAIRY.....	800
16.8.2. DRINKS.....	803
16.8.3. DIET FOODS.....	804
16.8.4. BAKERY/CEREALS/BARS.....	805
16.8.5. BABY/INFANT FORMULA.....	807
16.8.6. OTHER FOOD	809
16.8.7. NON-FOOD SECTORS	810
16.8.7.1 PHARMACEUTICALS.....	810
16.8.7.2 CLINICAL NUTRITION	810
16.8.8. PET FOOD	811
16.8.9. ANIMAL FEED.....	813
16.8.10. SUPPLEMENTS	814
16.9. DEMAND	816
16.9.1. CURRENT DEMAND	816
16.9.2. DEMAND FORECAST.....	819

16.9.3.	DEMAND SUMMARY	820
16.10.	END-USER PERCEPTIONS.....	822
16.10.1.	OVERVIEW.....	822
16.10.1.1	ADVANCED PET CARE OF AUSTRALIA	822
16.10.2.	AUSTRALASIAN FOOD GROUP – PETERS ICE CREAM.....	823
16.10.3.	GOODMAN FIELDER – WONDER WHITE (BREAD).....	824
16.10.4.	NATURE'S WAY.....	826
16.10.4.1	VITASOY AUSTRALIA.....	827
17.	LATIN AMERICA	830
17.1.	LATAM SUMMARY.....	830
17.2.	SUPPLY	831
17.2.1.	CURRENT PRODUCTION.....	831
17.2.2.	PRODUCERS	831
17.2.2.1	BENEO.....	831
17.2.2.2	BEST GROUND.....	832
17.2.2.3	CAMPOS AZULES.....	834
17.2.2.4	CARGILL	834
17.2.2.5	CIRANDA.....	835
17.2.2.6	INGREDION (CPINGREDIENTES).....	835
17.2.2.7	NUTRIAGAVES DE MEXICO.....	837
17.2.2.8	THE IIDEA COMPANY	837
17.3.	TRADE AND AVAILABILITY	838
17.4.	INDICATIVE MARKET PRICES	839
18.	JAPAN.....	841
18.1.	JAPAN SUMMARY	841
18.2.	SUPPLY	842
18.2.1.	CURRENT PRODUCTION.....	842
18.2.2.	PRODUCERS	844
18.2.2.1	ADM/MATSUTANI CHEMICAL INDUSTRY.....	844
18.2.2.2	AGROCHEMI.....	845
18.2.2.3	B FOOD SCIENCE.....	846
18.2.2.4	CALPIS.....	847
18.2.2.5	FUJI NIHON SEITO.....	848
18.2.2.6	HAYASHIBARA.....	848
18.2.2.7	MEIJI	849
18.2.2.8	MORINAGA MILK INDUSTRY	850
18.2.2.9	NIHON OLIGO	851
18.2.2.10	NIHON SHOKUJIN KAKO	852
18.2.2.11	NISSIN SUGAR.....	853
18.2.2.12	OTSUKA PHARMACEUTICAL.....	853
18.2.2.13	SHOWA SANGYO	854
18.2.2.14	TAIYO KAGAKU.....	855

18.2.2.15	YAKULT PHARMACEUTICAL INDUSTRY	855
18.2.2.16	NIPPON BEET SUGAR MANUFACTURING.....	856
18.2.2.17	SHIN-ETSU CHEMICAL	857
18.3.	TRADE AND AVAILABILITY	858
18.4.	INDICATIVE MARKET PRICES	859