

# THE ASIAN MINERAL SALT INGREDIENT MARKET

## MARKET

Food/Pharma applications – Regulations

50 Company Profiles

2004 – Update 2007

1 Report

90 Pages

## MARKET ANALYSE

- ▶ Trends and perspectives
- ▶ Usage of ingredients Volumes - value
- ▶ Manufacturers profiles
- ▶ Users opinion
- ▶ Regulation

## COUNTRIES COVERED

- ▶ Japan
- ▶ China- Taiwan
- ▶ South-Korea



This study is a review of the Food Mineral sector. It analyzes the market and trends from the suppliers and users side and provides detailed information on the use of mineral ingredients.

## INGREDIENTS COVERED

- ▶ Milk Calcium, carbonate, gluconate, lactate, phosphate ca
- ▶ Potassium
- ▶ Phosphore
- ▶ Mg
- ▶ Zn
- ▶ Iron
- ▶ Sodium

## SEGMENTS COVERED

- ▶ Dairy products
- ▶ Sports food
- ▶ Beverages
- ▶ Confectionery
- ▶ Bakery/biscuits/snacks
- ▶ Infant formula
- ▶ Pharmacy

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# THE ASIAN MINERAL SALTS INGREDIENT MARKET

## INTRODUCTION

Minerals are characteristic ingredients in the sense that they are not produced by the body, and as such, must obligatory be supplied either by food or by food supplements. It is well recognized that macronutrients and microminerals are essential for a wide range of cellular, hormonal, muscular and physiological functions. At the same time, minerals, as they carry no sensational health promise, are underappreciated. Also, consumers are not very aware of the importance of minerals to health and the form of mineral to be supplemented.

## MARKET OVERVIEW

### ►► Consumption habits

According to experts in the calcium distribution sector in China, the total annual demand of calcium in China is estimated to be around 12,500 tons. China is currently operating a large-scale experiment (100,000 people participating) on nutrition enrichment of flour (consisting of calcium, VA, VC and other microelement) in Northwestern China, and may spread over China after success. If all flour in China is added with enrichment additives, total calcium carbonate demand in flour industry is about 700,000t/a.

Since domestic food products, dairy products and candy products and chewing gum products are under fast development and improvement

inspects of grades and quality, more high quality calcium will be used in China in future. The future market demand of calcium can reach to 5 times its current level, however this demand target may be realized after 5 to 10 years.

Regarding milk calcium, the main end users are the dairy and pharmaceutical industries. In the future, milk calcium will be mainly used in enriched food products, candy products, and chewing gum products.

### ►► Formulation

In China, most end users of calcium purchase compound microelement or compound calcium products from distributors or manufacturers. They seldom purchase different calcium source separately. According to National standards, each 3.5kg set of compound microelement comprises 2.5kg vitamins and 1kg minerals. Calcium source is the only element of this compound microelement set. The details of contents of each element in this set can be designed and set by purchasers.

### The Japanese Market

In number of functional foods enriched in minerals, calcium is the most used ingredient. It is noticeable that calcium is not very present in the Japanese food in general, and that children are frequently deficient.

The Japanese calcium market for supplements is very important. It was approximately 30 billion yens (240 million US\$) in 1999, and **200 billion yens (1.6 billion US\$)** if we take into account drinks and food rich in calcium.

Calcium content of some of ingredients used to fortify foods	
	% Calcium
Calcium phosphate	40
Calcium phosphate, dibasic	29
Calcium phosphate, tribasic	38
Calcium chloride	36
Calcium citrate	21
Calcium lactate	13
Calcium gluconate	9
Gluconal Cal	10
Milk mineral concentrate	25

Regarding the **Recommended Daily Value**, food companies started initially to add the full RDI in their products creating a risk of overdose. The trend today is to supplement a maximum of 30% DV to a single portion.

### Nutritional benefits

Besides its action on body fortification, minerals present a certain number of nutritional advantages:

- Work as electrolyte. Magnesium for instance plays an essential role in muscle contraction and nerve transmission. It helps as calcium muscle to contract and maintain a regular heartbeat.
- Cancer: calcium has been reported to inhibit the growth of cancer cells.
- Obesity: some studies demonstrate that calcium prevent fat cells from making fat.

### Example of Nutraceutical properties

<i>Calcium:</i>	<i>Muscle contraction / Bone building</i>
<i>Potassium:</i>	Nerve transmission Cell life Normal blood pressure Muscle contraction
<i>Phosphorus:</i>	Bone formation / Cell energy
<i>Magnesium:</i>	Muscle contraction Nerve transmission/ Calcium metabolism / Enzyme cofactor

# THE ASIAN MINERAL SALTS INGREDIENT MARKET

## 1. OBJECTIVES

UBIC presents an analysis of the current and potential market for minerals as well as the new trends. The scope of research is worldwide with an emphasis on the Asian market.

The different market segments analyzed are:

- functional food (cereals, beverages, biscuits,...)
- Human dietetic
- Infant food and milk
- Sports food
- Food supplements

The main objectives of this study are:

- identify the current and potential applications of mineral salts (phosphate, citrate, lactate,...)
- identify the applications protected by patents
- evaluate the market by type of mineral salt, and by food segment and geographical area
- identify the main food users and analyze their expectations

## 2. CONTENTS

### Market size **3. APPROACH**

Quantification of the market is based on:

- data coming from desk research
- interview results with food companies and producers
- experts interviews
- UBIC's data-base

### Market expectations

UBIC has done a series of interviews towards the industrial clients. Those user interviews give an in-depth appreciation of their needs and expectations in terms of mineral salt usage and purchase. Several major items have been discussed, notably the possible substitution between different type of product and usage trends.

### Regulation

This part reviews the regulation status of minerals used into food and food supplements. A point is made on the current "health claims" approved in the different countries, while indicating the necessary conditions to obtain those claims approval.

## 3. APPROACH

	DESK SEARCH/ EXPERTS	PRODUCERS INTERVIEWS	FOOD COMPANIES INTERVIEWS
<b>MARKET ANALYSIS</b>			
REGULATION	■		
ANALYSIS OF FOOD COMPANIES NEEDS AND EXPECTATIONS			■
MARKET AND PROSPECTIVE	■	■	■
PRICE AND TRENDS	■	■	■

# THE ASIAN MINERAL SALTS INGREDIENT MARKET

## INTERVIEWS OF THE STUDY

### SUPPLIERS INTERVIEWS

#### MINERAL SUPPLIERS

ARLA FOOD INGREDIENTS (DK)  
ARMOR PROTEINES (F)  
ASHLAND NUTRITIONALS (USA)  
BOEHRINGER INGELHEIM (USA)  
BOEHRINGER INGELHEIM (USA, G)  
BORCULO DOMO (NL)  
CALPRO - DAIRY FARMERS OF AMERICA (USA)

DAVISCO (USA)  
DMV INTERNATIONAL (NL)  
FORTITECH - (USA)  
GLUCONA BV (CSM GROUP)  
GLUCONA AMERICA Inc (USA)  
GALLARD SCHLESINGER -CHEMISCHE FABRIK BUDENHEIM (G/USA) ...

### USERS INTERVIEWS

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BEIJING TIANRUN FOOD  
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PHARMACEUTICAL GROUP  
NO.3 PHAR. FACTORY OF HARBIN PHAR. GROUP  
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SHANDONG PENGCHENG FOOD GROUP Co., LTD  
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WYETH-BAIGONG PHARMACEUTICAL Co., LTD.  
BEIJING Tiantian WEITA HEALTH FOODS Co., LTD  
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MEAD JOHNSON (GUANGZHOU) Co., LTD.  
INNER-MONGOLIA MENGNIU DAIRY Co., LTD.  
MILK POWDER Co.

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GUANGZHOU WEIJI MILK FOOD Co., LTD.  
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HUI PHARMACEUTICALS  
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WUHAN RENHETANG HEALTH PRODUCTS Co.,  
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# THE ASIAN MINERAL SALTS INGREDIENT MARKET

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WEI GROUP	
WUHAN RENHETANG HEALTH PRODUCTS Co., LTD.	

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# THE ASIAN MINERAL SALT INGREDIENT MARKET

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### CHINA-JAPAN-ASIA

<b>COMPLETE STUDY</b>		<input type="checkbox"/> All sections
		€ 2,900
	Executive summary	€ 900
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