

European Green Tea Extracts (GTE) Markets

Description: Green Tea Extracts Widen Application Base, Augmenting Revenue Potential

The European natural extracts market is emerging and in a state of intense competition. The shift towards natural ingredients and the trend towards ethnic foods are driving the expansion of the natural extracts market. Among the flurry of ingredients competing in the natural extracts market, green tea extracts (GTE) is a pioneer and one of the most prominent success stories. Positive media support, coupled with impressive validation of its benefits from academia, has propelled the European GTE market to a high growth stage.

Increasing consumer acceptance of enriched foods has widened the scope for new research into the benefits of GTE in the fortification of food and beverages. The popularity of products such as herbal teas and polyphenol supplements are a result of changing consumer preferences. In addition, the rising use of natural antioxidants in food application sectors and in new avenues such as nutraceuticals has created potential opportunities for the growth of the European GTE market.

Heightened awareness about the importance of polyphenols and their role in cancer therapy are boosting the demand for green tea extract ingredients in the food application, fortification and supplements industry. "Mounting scientific support about the positive effect of green teas on diseases such as hypertension and cancer has boosted the demand for such ingredients in foods," explains the analyst of this research. "In addition, the ease of application of these extracts into beverages, Europe's favourite method of supplementing its health, has further augmented the uptake of green tea extracts."

The market is, however, challenged by cut-throat competition and global overproduction of raw materials. In addition, there exists the threat of substitution from other polyphenol extracts. Such a scenario has resulted in an intensive drive to find innovative applications and renewed focus on product differentiation. Accordingly, green tea extracts have been penetrating new application sectors while leveraging their validated academic credibility to back these product claims.

Demonstrated Health Benefits Support Uptake of Green Tea Extracts

Green tea extracts from the plant *Camellia sinensis* contain polyphenols and catechins, which are functional chemical compounds possessing nutritive properties that act effectively as preventive agents in the healthcare field. Polyphenols from green tea are an excellent resource of chemicals that act as antioxidant and anti-carcinogenic substances.

Green tea extracts are one of the most well researched extracts in the natural extract sector, with over 500 validated research studies published worldwide. The market for green tea is in a high growth stage with increasing volume growth rates between 13.0-14.0 per cent. "Moreover, the rapid growth of the fortification and cosmeceutical industry and the known benefits of green tea have opened up viable opportunities for GTE manufacturers," adds the analyst of this research. "In addition, antioxidants and dietary supplements are other application areas witnessing strong growth rates."

- Contents:
- 1. Executive Summary
 - Market Overview
 - Introduction
 - Scope of Research
 - Summary of Major Findings
 - Market Growth and Opportunities
 - Product and Application Trends
 - Competitive Analysis
 - Conclusions and Recommendations
 - 2. Introduction to the European Green Tea Extracts Market
 - Market Overview
 - Market Overview and Definitions
 - Product Types and Applications

- Product and Application Analysis
- Technology Trends
- Industry Dynamics
- Industry Structure
- Mergers and Acquisitions
- Legislation
- Legislation
- Profiles of Key Participants
- Key Participants
- List of Glossary and Acronyms
- List of Abbreviations

3. Industry Challenges

- Challenges Influencing the Total Market
- Industry Challenges

4. Strategic Analysis of the European Green Tea Extracts Market

- Introduction to the European Green Tea Extracts Market
- Introduction
- Market Drivers
- Growing Number of Positive Scientific Research Driving the Market
- Increasing Consumer Demand for Natural Products Cause Market Advancement
- Growth of Dietary Supplements Market Motivates Market Expansion
- Mounting Demand for Functional Foods and Beverages Driving Market Growth
- Market Restraints
- Stringent European Legislation Hindering Growth
- Trend Towards Commoditisation Retarding Market Advancement
- Possible Distrust Regarding Imported Extracts Restraining Development
- Recommended Use of Antioxidant Blends Reducing Volumes of Green Tea Extracts
- Forecasts for the European Green Tea Extracts Market
- Market Engineering Measurement Analysis
- Market Forecasts and Trends
- Pricing Analysis and Trends
- Application Analysis and Trends
- Geographic Trends
- Competitive Analysis
- Competitive Structure
- Competitive Factors
- Competitive Scenario Analysis
- Market Share Analysis

5. Strategic Recommendation and Evaluation

- Strategies to Overcome Challenges
- Recommendations
- Product Lifecycle Analysis and Strategies

6. Database of Key Industry Participants

- Key Industry Participants
- Company Contacts

List of Figures

Chapter 2

- Green Tea Extracts Market: Product Types and Applications (Europe), 2007
- Green Tea Extracts Market: Relevant Food Regulations Currently Implemented (Europe), 2007
- Green Tea Extracts Market: Nutritional Labelling Proposal Scope (Europe), 2007
- Green Tea Extracts Market: Main Implications of the Nutrition and Health Directive Proposal on Polyphenols (Europe), 2007
- Green Tea Extracts Market: Profile of Key Participants (Europe), 2007

Chapter 3

- Green Tea Extracts Market: Impact of Industry Challenges (Europe), 2008-2014

Chapter 4

- Green Tea Extracts Market: Academic Research (Europe), 2007
- Green Tea Extracts Market: Health Claims Based on Product Type (Europe), 2007
- Green Tea Extracts Market: Market Drivers Ranked in Order of Impact (Europe), 2008-2014
- Green Tea Extracts Market: Market Restraints Ranked in Order of Impact (Europe), 2008-2014
- Green Tea Extracts Market: Revenue Forecasts (Europe), 2004-2014
- Green Tea Extracts Market: Volume Forecasts (Europe), 2004-2014
- Green Tea Extracts Market: Pricing Forecasts (Europe), 2004-2014
- Green Tea Extracts Market: Percentage Breakdown by Application—Volume (Europe), 2007
- Green Tea Extracts Market: Percentage Breakdown by Application—Value (Europe), 2007
- Green Tea Extracts Market: Volume and Revenue Forecasts for the Beverage Segment (Europe), 2004-2014
- Green Tea Extracts Market: Volume and Revenue Forecasts for the Food Supplements Segment (Europe), 2004-2014
- Green Tea Extracts Market: Volume and Revenue Forecasts for the Food Segment (Europe), 2004-2014
- Green Tea Extracts Market: Volume and Revenue Forecasts for the Personal Care and Cosmetics Segment (Europe), 2004-2014
- Green Tea Extracts Market: Volume and Revenue Forecasts for the Others Segment (Europe), 2004-2014
- Green Tea Extracts Market: Market Segmented by Region (Europe), 2007
- Green Tea Extracts Market: Core Business of Direct Competitors and Indirect Competitors (Europe), 2007
- Green Tea Extracts Market: Key Players Along the Supply Chain (Europe), 2007
- Green Tea Extracts Market: Competitors (Europe), 2007
- Green Tea Extracts Market: Competitors by Application (Europe), 2007
- Green Tea Extracts Market: Competitors and Product Offering by Application (Europe), 2007
- Green Tea Extracts Market: Key Competitive Factors via Application Sector (Europe), 2007
- Green Tea Extracts Market: Competing Products by Application (Europe), 2007
- Green Tea Extracts Market: Competing Product Manufacturers (Europe), 2007
- Green Tea Extracts Market: Market Share Analysis and Trends of Major Market Participants (Europe), 2007

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