

MEDIA ADVISORY

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Vitafoods Asia 2017: Spotlight on Finished Products

Singapore, 8 Jun 2017 – At the upcoming edition of **Vitafoods Asia** in Singapore, Asia Pacific's nutraceutical industry will gather at the annual event to do business, uncover the latest product innovations, and to learn more about the market and its best practices. Amongst the 200 exhibiting companies, a wide-range of businesses will be presenting their high-quality, innovative finished products comprising dietary supplements, vitamins and functional food and beverages to the industry.

According to Zion Market Research, the global dietary supplements market is valued at USD 132.8 billion in 2016 and is expected to reach USD 220.3 billion in 2022, with a CAGR of 8.8% between 2017 and 2022¹. In the same report, Asia Pacific was found to be the largest market for dietary supplements in 2016, accounting for more than 31% share of the total volume of dietary supplements market, and researchers expect this trend to continue in coming years.

Vitafoods Asia provides the industry with the perfect platform for generating new business and building profitable relationships, by focusing on four key areas that range from ingredient to shelf: **Ingredients & Raw Materials, Contract Manufacturing & Private Label, Services & Equipment, and Branded Finished Products**. With each edition, the event has witnessed a growth in the Finished Products sector, and this reflects the bullish market sentiments observed in research.

This year, a total of 34 brands will showcase a variety of retail-ready functional foods and beverages and dietary supplements from around the world. Buyers, distributors, retailers, and suppliers can look forward to uncovering the latest product innovations from companies such as Daiwa Pharmaceutical (Japan), Fortex Nutraceuticals (Bulgaria), LGC (United Kingdom), and Newtree Co Ltd (Korea). For many of the participating companies, the Asia market is the place to be with its immense growth potential.

As with past editions, attendees can explore the **Inspiration Showcase** and **Tasting Bar** for the latest launches and star products, which includes vastly different items that address a variety of needs – such as energy drinks, meal replacement bars, chewable supplements, and collagen jellies. Visitors sourcing finished products can also look forward to education opportunities related to their areas of interest, such as the presentation on 'Functional food in Asia: Research & Validation', which is part of the newly-introduced **Life Stages Theatre** that focuses on the specific nutrition requirements needed throughout the stages of a person's life. Those looking for more in-depth discussions can look towards the **Vitafoods Asia Conference Program** and in particular, the Market Trends & Consumer Insights and Regulation & Ingredient Registration Masterclasses.

Vitafoods Asia 2017 takes place from 5 – 6 September at the Sands Expo and Convention Centre at Marina Bay Sands.

¹ Zion Market Research, [Global Dietary Supplements Market is Expected to Reach around USD 220.3 Billion in 2022](#), 5 Jan 2017

For more information on Vitafoods Asia, visit www.vitafoodsasia.com.

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About Vitafoods Asia

Vitafoods Asia is part of Informa Exhibitions' Global Health & Nutrition Network (GHNN), which brings together a portfolio of events, digital media and publishing for marketers, manufacturers and formulators of nutrition and dietary supplements, healthy foods/beverages and personal care products. GHNN's events include Vitafoods Europe, Vitafoods Asia, SupplySide West and SupplySide East.

Natural Products INSIDER is the global media brand covering healthy ingredients and finished applications. Vitafoods Insights offers online content and a series of topic-specific digital magazines that bring highlights of the Vitafoods events to a global audience. [SupplySide West & Vitafoods Global Storefronts](#) offers a new online environment where ingredient buyers and product developers can find and connect with the suppliers and solutions they need, all year long.

For more information, visit www.informaglobalhealth.com.

Informa's Global Exhibitions Division organises transaction-oriented exhibitions and trade shows, which provide buyers and sellers across different industries and communities with a powerful platform to meet face-to-face, build relationships and conduct business. Informa has a portfolio of more than 150 exhibitions, serving a number of core verticals, including Health & Nutrition, Beauty, Property & Construction and Pop Culture.

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