

NOVA Q10



Industry Overview

Global CoQ10 (Coenzyme Q10) market size was 624.8 tons in 2013 and is expected to grow at a CAGR of 9.2% from 2014 to 2020. Cosmetic industry growth coupled with increasing scope for medical applications, particularly in Europe and Asia Pacific are expected to remain key driving factors for the global CoQ10 market. Stringent FDA regulations regarding use in pharmaceutical industry particularly in the U.S. is expected to remain a key challenge for industry participants over the next six years. Increasing demand in cosmetic applications, particularly sunscreen lotions and anti-ageing creams is expected to drive the CoQ10 market growth over the forecast period. Asia Pacific is expected to witness significant gains over the next six years on account of increasing consumption of cosmetics and dietary supplements in China, South Korea and India. Presence of high capacity manufacturers in Japan, along with domestic and local producers in China and India are expected to drive production. Growing cosmetic product demand in Brazil, Mexico, Argentina and Venezuela is also expected to play a key role in industry development. Rising nutritional product acceptance in developing regions on account of changing lifestyle and malnourishment among young population are expected to drive industry penetration.

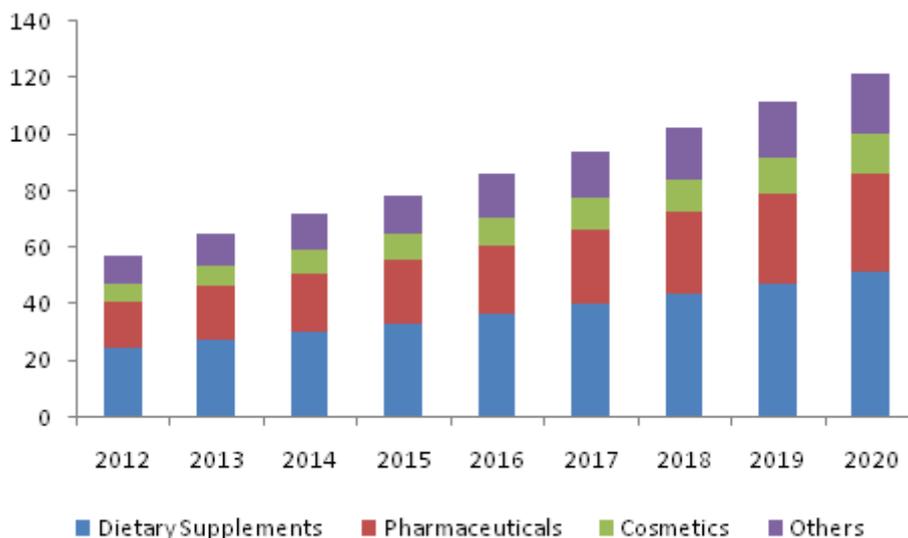
Application Overview

Dietary supplement applications dominated the industry and accounted for 59.9% of total CoQ10 market volume in 2013. Increasing anti-oxidant and energy generating compounds use in dietary supplements is expected to drive growth. The global revenue for dietary supplement applications is to grow at a CAGR of 18.8% from 2014 to 2020.

Pharmaceuticals application accounted for 17% of overall volume in 2013, with gains expected owing to increasing concerns regarding health diseases such as cardiovascular ailments, high cholesterol, blood pressure and diabetes.

Growing use of anti-ageing creams and sunscreen lotions is expected to significantly augment product demand in cosmetics industry over the forecast period, with volume estimated to reach 175.2 tons by 2020.

Europe CoQ10 market size & forecast, by application, 2012 - 2020, (USD Million) (USD Million)



Regional Overview

North America CoQ10 market dominated as a region, accounting for over 51% of the total volume in 2013. In the U.S., FDA recognizes CoQ10 solely as a dietary supplement. Lack of regulatory support in North America and Europe is expected to be a key challenge for participants over the next seven years.

Europe CoQ10 market accounted for just over 10% of the global consumption in 2013 and is expected to lose market share owing the growth of CoQ10 market in Asia Pacific and Latin America. European participants are emphasizing on medical and health benefits offered such as healthy vision, migraine relief, cellular energy metabolism and infertility treatment.

Growing awareness regarding nutritional products, particularly among developing markets, is expected to have a positive impact on the Asia Pacific CoQ10 market.

Competitive Market Share

Global CoQ10 market share is concentrated with top four participants ZMC, Kaneka, Kingdoway and Nisshin Sheifun accounting for over 60% of overall demand in 2013. Companies such as Kaneka Corp., Wellness International Network and ZMC are involved in capacity expansions in order to cater to the growing demand. The market has witnessed emergence of small scale manufacturers in China on account of flexible regulatory environment and growing domestic demand.

CoQ10: A Viable Opportunity in the Nutritional Supplement Industry

In November 2011, according to an annual survey conducted by Consumerlab.com, CoQ10 was recorded as the fifth-most popular supplement out of 10,000 participants. It was noted that the nutrient was used for different health reasons among certain demographics: Men used CoQ10 supplements for energy, aging issues, and high cholesterol; and older consumers were more likely to take CoQ10 supplements than younger ones. A total of 76.2% of people who took multiple supplements were also more likely to use CoQ10 supplements.

As of 2014, CoQ10 is now rated as the third-most popular supplement. Reflecting the current market share of the nutrient and healthy living trends, this comes as no surprise. Consumers are regularly educating themselves on the advantages of certain nutritional supplements and making their purchasing decisions accordingly. In conjunction with focused marketing efforts and promotional strategies, greater global awareness of CoQ10 and its effects on general health can be instigated if companies decide to take advantage.

CoQ10's popularity isn't limited to the United States, either. In the Asia Pacific region, CoQ10 is expected to achieve a high CAGR of 10.1% over the course of six years. Already, many major companies in the pharmaceutical and cosmetic industries have claimed a share of this market by infusing their products with CoQ10. The functional food and beverage market has also taken part, making improvements in bioavailability with innovative delivery forms. Despite the CoQ10 craze being utilized by different industries and sectors, dietary supplements still have the advantage, cornering over half of the global market.

Fueling CoQ10 Awareness for the Future

Female doctor holding up a heart for health

A key approach to marketing CoQ10 is to make information regarding its varied nature available to the public. Such strategies can focus on the numerous scientific studies conducted and translate them into more user-friendly terms. Eye-catching package design, QR codes on labels, and information pamphlets are some of the many ways to increase product image and credibility. Delving into current research can also help nutritional supplement companies keep in the loop of CoQ10 news, which can include the newest in CoQ10 formulations, improvements in delivery forms, and changes in bioavailability. Many consumers still rely on their healthcare practitioners as their main source of health information, so making new studies widely available to doctors will also help cement consumer trust with CoQ10 products.

When choosing a CoQ10 supplement manufacturer, companies should be aware of absorption issues and restrictions of certain delivery forms. Therefore, they should do their due diligence in seeking out a manufacturer capable of manipulating both CoQ10 and ubiquinol, and implementing a variety of delivery methods. Inquiring about certain production methods, available supplement manufacturing equipment, and cGMP certifications can help retailers narrow down suitable candidates. With the number of resources and innovative methods available, nutritional supplement companies seeking to pave their way into the CoQ10 supplement industry can find their standing and aid the overall course of worldwide health.

Application Insights

CoQ10 is widely used as a dietary supplement owing to its antioxidant and energy generation properties. Increasing health concerns act as a driving factor for the growth of the market. Growing cosmetics industry globally is expected to boost the demand for CoQ10 in cosmetics applications such as anti-ageing lotions and creams. Increasing use of CoQ10 in skin care products such as sunscreen lotions and skin creams is expected to further boost its demand in cosmetics applications. Pharmaceutical application of CoQ10 in the market is expected to exhibit significant growth over the forecast period owing to its health benefits. Increasing use of CoQ10 as a beverage soluble substance is also expected to drive market growth. Proven cardiac benefits of CoQ10 coupled with increasing rate of cardiovascular diseases are expected to further fuel the growth of the market in healthcare applications.

Regional Insights

CoQ10 market in North America and Europe is characterized by its prevalent usage in cosmetics applications. However, stringent regulations regarding the use of CoQ10 in medical treatment are expected pose challenges to market participants. Asia Pacific is a potential market for CoQ10 and is expected to exhibit significant growth over the forecast period. Growing cosmetics industry in China and India is expected to boost the demand for CoQ10 in the region. Changing lifestyles and increasing health concerns is expected to further boost the demand for CoQ10 as dietary supplement. Moreover, emergence of CoQ10 manufacturing companies in China is expected to complement to the growth of the market in this region. Growth of cosmetics industry in Latin American countries such as Brazil, Argentina and Colombia is expected to be a major factor driving market growth in the region.