

## Market Analysis Editorial for the 17th International Conference on Nutrition and Health

Chaiyavat Chaiyasut

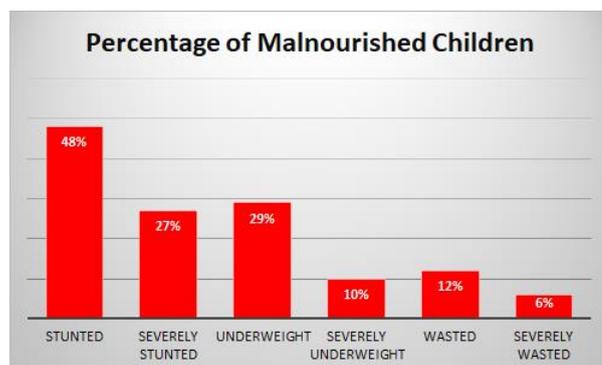
Assistant professor, Department of Pharmacy, Chiang Mai University, Thailand E-mail- [chaiyavat@gmail.com](mailto:chaiyavat@gmail.com)

### Introduction

Nutrition Conferences Committee is keen to welcome emerging researchers to share their findings in a warm and supportive environment of 17th International Conference on Nutrition and Health that will be held in Prague, Czech Republic on November 6-7, 2020.

We are excited and glad to declare that the Nutrition 2020 Conference has set up an incredible and friendly network of global scientists who are partial to sharing their common experiences.

Nutrition is a major field that involves the study of nutrients in food. Nutrition not only works in humans but also for animals and plants. Basically, all living things need a certain amount of nutrients to lead their life without major disorders. Nowadays, all over the world many humans get affected and diagnosed with diseases because of the nutrition deficiency. Nutrition is the one which helps in keeping a person healthy. Nutrition helps in keeping one's disease-free and it also helps in keeping individuals healthy. Malnutrition is the major thing that affects most of the children, all over the world. The nutrients which are essential for a living diet are vitamins, minerals, carbohydrates, fats, proteins, and other microelements. Clinical nutrition helps in treating many diseases such as cardio diseases, gastrointestinal diseases, and many other disorders. Clinical nutrition supplement is also nowadays available in the form of tablet, capsules, powder, oral, etc.



European market for food nutrition and technology has been at the forefront of European and

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international collaboration through numerous initiatives taken place during this field. This initiative, that has since been used as a model by another disciplines, involves a cohort of graduate students from many countries learning modules in some 5 completely different European countries, and so doing a groundwork project in an exceedingly any country, whereas additionally developing completely different language skills. This provides nice international networking opportunities and has verified popular the scholars.

The growing health consciousness and rise in incidence of chronic diseases across the world are contributing to the increasing consumer interest in nutrition. The growing promotional campaigns of healthy diet and lifestyle and prevalence of varied diseases thanks to unhealthy diet is driving the general human nutrition market. there's dramatic change in food pattern within the past decade where food with high salt, sugar, trans fat, and calories became cheaper and widely available, resulting in their increased consumption and thereby the prevalence of non-communicable diseases in human. The knowledge edification of the present coevals to stop the diseases by avoiding nutrition deficiencies is further expected to push the demand for the human nutrition products.

Based on population group, pediatric population segment is predicted to command the most important share of the general human nutrition market in 2019. the massive share of this segment is especially attributed to the increasing awareness of rare disease conditions in children. However, athlete population segment is predicted to witness a rapid climb during the forecast period, due to growing fitness culture, growing promotion of supplements by celebrities and social media channels, and continuous launch of latest sport supplement products.

Based on product type, vitamins segment is estimated to carry the most important share of the general human nutrition market in 2019. The massive share of this market is especially attributed to rising prevalence of vitamin deficiencies; huge demand of

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vitamin fortified food; growing health and wellness trends and awareness about preventive healthcare among consumers; and steady rise within the geriatric population within the developed economies (U.S., Europe, and Japan). However, fats and fatty acids segment is projected to grow at the very best CAGR during the forecast period. the expansion of this segment are often attributed to growing awareness about the role of fatty acids in determining health and nutritional well-being; technological advancements, like microencapsulation; and growing in the environment.

Medical nutrition is that the focused constituent of patient's health management. It assesses nutrition status within the patients and it helps in boosting their system and supports their medical condition. it's employed by dieticians or doctors as drug complements in conventional therapies.

The major factors that are driving the expansion of this market are rising incidences of illness globally, premature birth and aging health conscious population. Soaring demand for adequate nutrients thanks to the changing life style is additionally contributing to the advancement of the market. However, the factors that are limiting the event of the market are high price and important reimbursement policies enforced by the governments in various countries. Medical nutrition products contain prebiotics & probiotics that have a focused market like aging population. These factors are unlocking the door of opportunities for the expansion of this market.

Geographically, North America is estimated to command the most important share of the worldwide human nutrition market in 2019. However, Asia-Pacific region is predicted to witness the rapid climb during the forecast period. the expansion during this region is especially attributed to increasing prevalence of chronic diseases; rapidly growing population and urbanization; rising income and improving standard of living; growing focus towards inclusion of healthy diet; and increasing awareness about the health benefits of nutritional supplements.

Nutrition therapy is that the therapeutic approach of treating the disease condition by adopting healthy tailored diet under the supervision of a registered dietician, nutritionist or a physician. Nutrition therapy helps in restoring balance and vitality of a private. Nutrition therapy is an evidence-based approach to maximise one's health potential via

adopting suitable nutritional and lifestyle changes. the main advantage of adopting nutrition therapy is that it treats the body from the basis source of illness and not only the symptoms. Nutrition therapy is useful in curing several health concerns like digestive problems, weight problems, cardiovascular health, hormonal imbalances, skin conditions, autoimmune diseases also as psychological state & general wellbeing. Nutrition therapy also helps in curing infections, surgery and trauma conditions. the main reason for adopting nutrition therapy is that the food which we eat features a profound effect on our physical, mental and social wellbeing.

### **Nutrition 2020 Key Contact:**

Jessica Thomas

Program Manager | Nutrition 2020

E: [nutrition@nutritionconferences.com](mailto:nutrition@nutritionconferences.com)

WhatsApp no: +44 1258 650017