

# **New Business Opportunities Identified in Rapidly Growing \$38 Billion Medical and Functional Foods Markets**

FALLS CHURCH, Va., July 22, 2013 /PRNewswire/ -- To address the growing interest and identification of new business opportunities in the medical and modified functional foods markets, [Technology Catalysts International](#) (TCI) has launched a new Technology and Business Review titled "[Medical Foods and Modified Functional Foods](#)." This report focuses on new developments, market trends, and regulations of both the medical and modified functional foods markets.

The medical foods market, estimated at approximately \$12 billion, includes products that are designed to meet the specific nutritional requirements of a diseased population. The modified functional foods market, estimated at \$26 billion, includes food products that provide health benefits beyond basic nutrition for the healthy general population.

Consumer and scientific interest in the relationship between diet, health, and alternative medicines has created an increased demand for medical and modified functional foods. Sparked by rising interest in attaining wellness through diet, factors such as rapid advances in science and technology, increasing healthcare costs, changes in food labeling and claim regulations, and aging populations, have fueled the growth of both markets.

Within the medical foods industry, companies such as Abbott Labs, Nestle, and Fresenius Kabi have established themselves as major competitors with medical food products for diseases including maple syrup urine disease (MSUD) and phenylketonuria (PKU). However, the medical foods market is being newly revived to include products that are designed to meet the nutritional requirements of lifestyle related diseases such as cardiovascular disease, diabetes, and Alzheimer's disease.

As the modified functional foods market continues to grow spurred by an increasing consumer demand for healthier food products, functional ingredient and food companies are gearing up to produce products with health claims. Such health claims are monitored by government regulations to protect consumers from false advertising and misleading statements. Market trends for the functional food market are based on consumers' interests for increasing health with a focus on brain health, eye health, gut health, weight loss, and joint health.

The "Medical Foods and Modified Functional Foods" report covers key information including:

- Overview and background on medical and modified functional foods, history, and use
- Analysis of effects of nutritional genomics on medical and modified functional foods
- Benefits of functional ingredients on health
- Overview of global regulations and claim labeling practices
- Advantages of functional ingredient delivery technologies
- Market forecast
- Recent product developments, collaborations, and mergers
- Market trend analysis

The report further depicts the differences between both markets to provide readers a sense for what each market requires in terms of regulations and market needs. In addition, TCI has also included technology profiles that outline new developments within the medical and modified functional foods markets. These profiles include:

- Detailed information of medical foods, modified functional foods, and delivery technologies available for license/collaboration
- Current contact information to initiate business development agreements

#### About Technology Catalysts International:

Technology Catalysts International (TCI) was founded in 1979 and provides consulting services in technology transfer and business research. The company specializes in technology licensing, technology assessment, and business intelligence. With a focus on consumer healthcare, pharmaceuticals, drug delivery, and advanced materials/processes, TCI's core consulting services are based on continuous monitoring of technological product development activities on a global basis. TCI is headquartered in the US and has offices in the UK, Germany, the Czech Republic, China, Korea, Japan, India, and Latin America.

Contact:

Ajay Rastogi, Vice President  
Technology Catalysts International  
Telephone: (703) 531-0257  
[arastogi@technology-catalysts.com](mailto:arastogi@technology-catalysts.com)  
[www.technology-catalysts.com](http://www.technology-catalysts.com)

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