



Forward Farma B.V. - Newsletter August 2020

## The immune health supplements market is expected to grow at a CAGR of over 9% during the period 2019-2025.

The onset of COVID-19 in early 2020 has stimulated the demand and sale forecast for immune health supplements and the market is expected a consistent growth due to the worldwide pandemic and its aftermath. Unlike the FMCG industry, the immune supplement market witnessed a spike in sales during Q1 2020. More than 50% of consumers have increased their consumption levels, and over 30% have planned to

increase in the second half of 2020.

Herbal extracts are the fastest-growing group, which is expected to grow at a CAGR of over 12% from 2020-2025. Herbal immunity supplements such as our echinacea extract and garlic extract, expected to fuel additional sales with the growing trend of flexitarians and vegans.



### > Source:

<https://www.business-wire.com/news/home/20200706005344/en/Global-Immune-Health-Supplements-Market-2020-2025>

### AMS inventory:

Batch No.	Product Name	Specification
19062702	Echinacea Extract	4% Chicoric acid
20051001	Echinacea Extract	4% Polyphenol
19031904	Garlic Extract	10:1
20040716	Garlic Extract	10%



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## The rising demand of turmeric extract - the global curcumin market size is expected to reach USD 151.9 million by 2027, expanding at a CAGR of 12.7%.

Product demand is expected to drive due to its increasing application in various industries such as food, cosmetics, and pharmaceutical. It possesses valuable anti-oxidation and anti-inflammatory properties, emerging as a go-to pain relief choice for patients suffering from arthritis and osteoarthritis.

In Europe, the market is anticipated to witness the fastest CAGR from 2020 to 2027 and is projected to reach USD 41.8 million in 2027. Health issues due to synthetic ingredients in medicines, food, and cosmetics are major factors, which influence manufacturers to adopt natural ingredients in product formulation, for curcumin-based health supplements as such.



### > Source:

<https://www.prnewswire.com/news-releases/curcumin-market-size-worth-151-9-million-by-2027--cagr-12-7-grand-view-research-inc-301052709.html>

### AMS inventory:

Batch No.	Product Name	Specification
19102901	Turmeric Extract	USP 95% Granular
19110103	Turmeric Extract	95% Granular
20033015-1	Turmeric Extract	95%
20033015	Turmeric Extract	95% USP



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## Superfoods scope expands as consumers desire immunity-boosting – echinacea extract, citrus extract, rose hip extract, and vitamin C.

The COVID-19 pandemic is evolving eating behaviors, expanding the scope of the superfoods market. The market demand was turned to immunity products, with acerola and echinacea food supplements as main ingredients. As consumer awareness of vitamin and mineral synergies expands, demand for superfoods that aid in the absorption of beneficial compounds is

propelling product development.

For instance, vitamin C remains a popular supplement offering standalone, however consumers are starting to look for a combination of nature flavonoids such as rose hip, citrus, acerola to maximize the absorption of vitamin C.



### > Source:

<https://www.nutritioninsight.com/news/superfoods-scope-expands-as-consumers-desire-immunity-boosting-yeast-fibers-and-seeds.html>

### AMS inventory:

Batch No.	Product Name	Specification
19062702	Echinacea Extract	4% Chicoric acid
20051001	Echinacea Extract	4% Polyphenol
20042818-1	Citrus Aurantium Extract	60%
20070402	Rose Hip Extract (planned)	/
/	Vitamin C	/



**Forward Farma BV**

# AUGUST PROMOTION

NO.	NAME	QUANTITY (KG)
01	L-Glutamic Acid	125
02	Cranberry Extract 6%	500
03	Ginkgo Biloba Extract 24%/6%	474
04	Guarana Extract 22% caffeine	275
05	Rosemary Extract 5%	500
06	Rosemary Extract 10%	425
07	Selenium Yeast 0.2% se	50
08	Sophora Japonica Extract Rutin 95% EP	600
09	Vine Tea Extract 98% dihydromyricetin	137
10	Rhodiola Rosea Extract 3%&1%	500

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