

2020 GLOBAL EPA & DHA

FINISHED PRODUCTS REPORT

CONTENTS

SCOPE AND METHODOLOGY

Scope **3**

Report Methodology **5**

MARKET OVERVIEW

Regional Trends **7**

Product Category Trends **9**

CATEGORY FOCUS

Infant Formula **12**

Food and Beverage **15**

Dietary Supplements **17**

Pharmaceuticals **20**

Clinical Nutrition and Medical Food **23**

Pet Food **26**

APPENDIX

Global EPA + DHA Finished Product
Sales Summary **29**

ACKNOWLEDGEMENTS

About the Report **33**

SCOPE

This report was created to provide a detailed description of the retail value of finished consumer products containing omega-3 oils.

For the purposes of this report, an omega-3 oil is an oil containing EPA and/or DHA as an ingredient for inclusion in a consumer product. All forms of omega-3 oils containing EPA/DHA, such as fish oils, algal oils and krill oils, have been included.

This report specifically excludes oils used as ingredients for feed in aquaculture or livestock/poultry production, as well as products that contain only alpha-linolenic acid (ALA), an omega-3 from vegetable sources. The market estimates in the report are specifically for omega-3 oils only, and do not include other potential omega-3 delivery formats such as fish meal.

All consumer products containing added omega-3 oils are considered part of the provided market estimates, whether fortification level is low or high. Products with inherent levels of EPA/DHA, such as omega-3 eggs or seafood, are not considered because the product has not been fortified. Sales estimates are based on the consumer cost to purchase finished products that contain omega-3 oils. As an example, the sales estimate for a can of infant formula is the on-the-shelf price paid by the consumer, not the value of the DHA oil included in the formula.

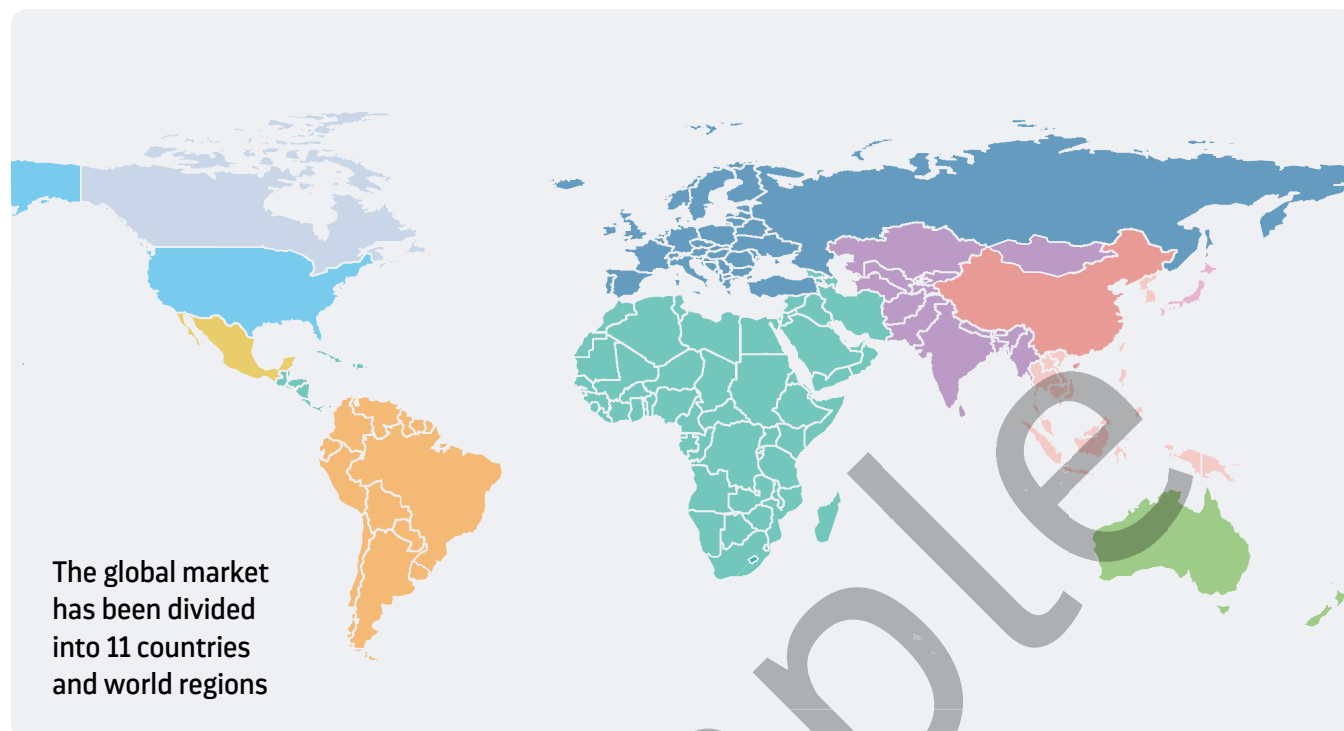
The estimates contained in this report are broken down by application and by geographic region, consistent with the segmentation used in GOED's annual Ingredient Market Report, which details the raw material segment of the omega-3 supply chain.

SIX APPLICATIONS ARE INCLUDED

- Infant Formula
- Food and Beverage
- Dietary Supplements
- Pharmaceuticals
- Clinical Nutrition/Medical Food
- Pet Food



Omega-3 Finished Product Market, Divided by Economic Subregion



● USA

● Canada

● Mexico

● South America
All countries in South America

● Europe
All European countries, both Eastern and Western, including Russia and Turkey

● Australia/New Zealand

● China
All regions under the current jurisdiction of the General Administration of Customs of the People's Republic of China, and the China Food and Drug Administration, including Hong Kong and Macau

● Japan

● Rest of APAC
Asia-Pacific Region, includes Korea, Vietnam, Indonesia, Malaysia, Thailand and Singapore, but not Japan and China

● Rest of Asia
All Asian countries, except China, Japan, and the countries in the Rest of APAC region

● Rest of World

REPORT METHODOLOGY

This report builds upon the research presented in the 2015 Global EPA & DHA Finished Products Report, which was prepared and published by GOED in 2016. The 2020 report was compiled by Ooyen Research, a research consulting partner with an intimate understanding of many of the product categories covered in this report. By combining Ooyen Research's industry expertise and GOED's insights, this report leverages GOED's existing omega-3 market expertise and access to GOED member feedback and market intelligence.

The information in this report was compiled from a variety of primary and secondary sources. The primary sources consisted of extensive conversations and generous feedback by GOED member companies, without whose support this report would not have been possible, along with additional interviews of product and regional experts. See Acknowledgements for additional details. Additional secondary sources include:

- > Financial statements, annual reports and other presentations presented by public companies
- > Trade publications
- > News articles
- > Industry trade show and conference presentations
- > Point-of-sale data
- > New product introductions (Innova)

The market size estimates presented in this report are for 2019, along with annual growth rate projections for the 2020–2021 timeframe. All figures are presented as millions of US dollars (MM\$).



GOED is committed to presenting market estimates based on the best data available at the time of the research and publication of this report. Historical estimates provided in this report may not match estimates in previous reports as estimates are updated to reflect currently available insights into the market.

GOED has made every reasonable effort to ensure the accuracy of this report. However, information in this report is not guaranteed to be accurate and should not be construed as investment advice. Any errors and omissions are unintentional.

MARKET OVERVIEW

The global value of consumer products containing EPA and DHA is estimated to have reached \$44.2 billion in 2019, with the US and Europe playing the largest role.

The global value of consumer products containing EPA and DHA is estimated to have reached \$44.2 billion in 2019. Over the last several years, sales of fortified pet foods and infant formula have experienced the strongest growth, while the food and beverage category has seen some decline. Market dynamics and new product development are driving increased growth in certain product categories and across several regions of the world, leading the global EPA/DHA consumer product market to a projected annual growth rate of 6.1% for 2020–2021.



REGIONAL TRENDS

US and European consumers contribute the most sales to the global EPA/DHA consumer products market. The US now accounts for \$XX.X billion in annual sales, or XX% of global market share, while Europe is a close second with \$XX.X billion in sales and a XX% share in 2019.

The US EPA/DHA product market is relatively mature, and recent growth has been in the low single digits for the majority of the product categories. This includes infant formula, where all products have been fortified for many years, clinical nutrition, and dietary supplements.

In the fortified food and beverage category, lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras hendrerit, libero vel euismod vehicula, est sem tristique massa, at faucibus velit eros in velit. Donec vitae magna eu eros consequat porta vitae id lectus. Nunc hendrerit lobortis bibendum. Duis sed sem ornare, suscipit dolor non, finibus turpis. Praesent egestas enim eros, non ornare enim molestie in. Vivamus ut vehicula orci. Ut



There is tremendous untapped sales potential throughout many regions of Asia.

id eleifend sem. Vivamus ultrices turpis elit, id interdum nibh dictum a. Nam facilisis iaculis mollis. Fusce at pulvinar enim.

TABLE 1.1. 2019 Global EPA + DHA Finished Product Sales By Region, in USD MM\$

REGION	2019
● United States	\$XX,XXX
● Europe	\$XX,XXX
● China	\$X,XXX
● Rest of APAC	\$X,XXX
● Japan	\$X,XXX
● Rest of World	\$X,XXX
● Canada	\$XXX
● Australia/New Zealand	\$XXX
● Rest of Asia	\$XXX
● South America	\$XXX
● Mexico	\$XXX
MARKET TOTAL	\$XX,XXX

TABLE 1.2. Global EPA + DHA Finished Product Projected Annual Growth Through 2021 By Region

REGION	GROWTH
● Rest of Asia	XX.X%
● China	X.X%
● Rest of APAC	X.X%
● Rest of World	X.X%
● South America	X.X%
● United States	X.X%
● Europe	X.X%
● Mexico	X.X%
● Canada	X.X%
● Japan	X.X%
● Australia/New Zealand	X.X%
OVERALL MARKET GROWTH	X.X%

GOED
OMEGA-3

