



BLOK MANAGEMENT GMBH

# Nutraceuticals Market

## MARKET OVERVIEW AND M&A ACTIVITY

July 2025



## **Executive Summary**

**04**

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**05**

- Characteristics of nutraceuticals
- Value chain overview
- Market drivers trends and challenges
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## Specialized team for the FMCG sector

**BLOK Management follows a clear sector focus to bring the best possible advisory services to the respective clients**

- BLOK's FMCG sector team has been active in FMCG markets for years supporting its clients in M&A sell-side. M&A buy-side, funding as well as other corporate finance services
- We have excellent relationships with key players in the industry
- Our independency give us the opportunity to advise our clients without conflicts of interest
- Our global reach as well as our personal advisory on partner level deliver high-quality results for all stakeholders involved



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Management  
TEAM

**PETER MÖHRLE** / HOLDING  
Sell-side advisory

**JRS**

**BLOK**  
Management  
TEAM

**BIKEMAX**  
Die fahr' ich am besten!  
Sell-side advisory

**B.O.C.**  
Da fahr' ich am besten!

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**ganícwater.**  
Advisory for several financing rounds

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**IMCD**  
Advised a leading European ingredients trading company in the search for targets in the DACH region

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**HGDF**  
Sell-side advisory  
Großküche Kühn GmbH

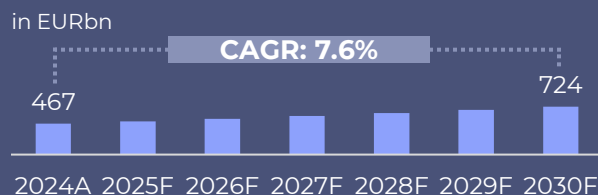
**BLOK**  
Management  
TEAM

## Executive summary

- Growing health awareness and rising focus on preventive self-care
- Rising e-commerce and direct-to-consumer models improve accessibility and convenience
- Ongoing product innovation and strategic partnerships by key players
- Low threat of substitution due to the unique positioning of nutraceuticals between food and pharma, supporting long-term category resilience
- Despite global key players, the market remains fragmented across regions and categories, offering room for niche and innovation-driven entrants

### Global nutraceuticals market

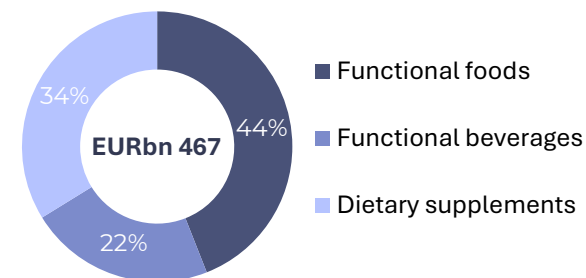


Sources: Capital IQ, Mergermarket, BLOK research

## What are nutraceuticals?

Nutraceuticals refer to products derived from food sources that provide additional health benefits beyond basic nutrition. They aim to support health, prevent disease, and promote wellness without being classified as pharmaceuticals. Use cases include immune support, cognitive enhancement, sports recovery, weight management and anti-aging

## Global nutraceuticals market by segment (2024)



## Market overview

The global nutraceuticals market is expected to grow at a CAGR of 7.6% between 2024A and 2030F, from a market value of EURbn 467 to EURbn 724. The German nutraceuticals market accounts for 5.0% of the global market value and is expected to grow with a CAGR of 7.2% between 2024A and 2030F, from a market value of EURbn 22 to EURbn 33

## Valuation snapshot

Median EV/Sales

**1.8x**

Median EV/EBITDA

**13.1x**

## Key market applications



General wellness & immune health, driven by preventive care awareness



Sports nutrition, fueled by active lifestyle and performance focus



Plant-based & vegan, aligning with clean-label and sustainability trends



Pet nutrition, as functional ingredients expand into animal health

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## Creating Success in a New Market - Strategy

The first step in creating a successful business plan is to conduct a thorough market analysis. This involves identifying the target market, understanding the competitive landscape, and assessing the overall demand for the product or service. Once the market analysis is complete, the next step is to develop a clear and concise business plan. This plan should outline the company's mission, vision, and goals, as well as the strategies and tactics that will be used to achieve them. The business plan should also include a detailed financial forecast, including projected revenue, expenses, and profit margins. Finally, the business plan should be reviewed and revised as needed, based on feedback from investors and other stakeholders.

Once the business plan is complete, the next step is to secure the necessary funding to launch the business. This can be done through a variety of sources, including banks, venture capitalists, and angel investors. Once the funding is secured, the next step is to develop a marketing and sales strategy. This strategy should focus on identifying the most effective channels for reaching the target market and on developing a clear and compelling value proposition. The marketing and sales strategy should also include a detailed timeline for launching the business and for achieving the company's goals.

Finally, the last step in creating a successful business plan is to implement the plan and to monitor the company's progress. This involves setting up a system for tracking key performance indicators (KPIs) and for reviewing the company's performance on a regular basis. The company should also be prepared to make adjustments to the business plan as needed, based on changes in the market or in the company's internal resources. By following these steps, the company can increase its chances of success in a new market.



### Services



Our services are designed to help you achieve your business goals. We offer a range of services, including consulting, strategy development, and implementation. Our team of experts will work with you to identify your needs and develop a custom solution that meets your requirements. We are committed to providing high-quality service and ensuring that you are satisfied with the results.

### Products



We offer a range of products that are designed to help you improve your business performance. Our products include software, hardware, and services. We are committed to providing high-quality products that meet your needs and are easy to use. We also offer a range of support services to help you get the most out of our products.

### Challenges



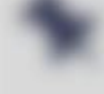
There are many challenges that businesses face, and we are here to help you overcome them. Our team of experts will work with you to identify the challenges you are facing and develop a plan to address them. We are committed to providing high-quality support and ensuring that you are able to overcome your challenges and achieve your goals.



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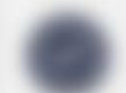
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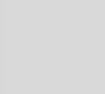
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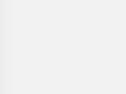
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Global Pharmaceutical Market Outlook  
2023-2028



## Executive Summary

The global pharmaceutical market is projected to reach a value of approximately 1,550 billion USD by 2028, growing at a CAGR of 7.6% from 2023 to 2028. This growth is driven by several key factors, including the increasing prevalence of chronic diseases, the aging population, and the continuous investment in research and development (R&D) for new drug discovery. The market is also witnessing a shift towards personalized medicine and digital health solutions, which are expected to further fuel growth in the coming years.

## Market Overview

The global pharmaceutical market is characterized by a high level of competition and a focus on innovation. Key players in the market include major pharmaceutical companies, biotech firms, and generic drug manufacturers. The market is also seeing a significant increase in the number of mergers and acquisitions, as companies seek to expand their product portfolios and strengthen their market positions.

## Key Trends

Several key trends are shaping the global pharmaceutical market. First, the increasing prevalence of chronic diseases, such as cancer, cardiovascular disease, and diabetes, is driving the demand for new and improved treatments. Second, the aging population is leading to a higher incidence of age-related conditions, which is also driving the need for new drugs. Third, the continuous investment in R&D is leading to the development of new drugs and therapies, which is expected to drive market growth. Finally, the shift towards personalized medicine and digital health solutions is creating new opportunities for growth in the market.





## Functional Management

Functional Management is a management approach that focuses on the organization's internal processes and functions. It is a traditional management style that has been used for many years. It is based on the idea that the organization's success depends on the efficiency of its internal processes and functions. This approach is often used in large organizations with a high degree of specialization. It is a management style that is based on the idea that the organization's success depends on the efficiency of its internal processes and functions. This approach is often used in large organizations with a high degree of specialization.

## Summary

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Global Market Capitalization Ranking  
2020



## Company Information

Block Management is a leading provider of management consulting services for the pharmaceutical industry. The company has a long history of success and is currently expanding its operations globally. Block Management is a leading provider of management consulting services for the pharmaceutical industry. The company has a long history of success and is currently expanding its operations globally.

## Global Market Capitalization Ranking 2020

### Company Information

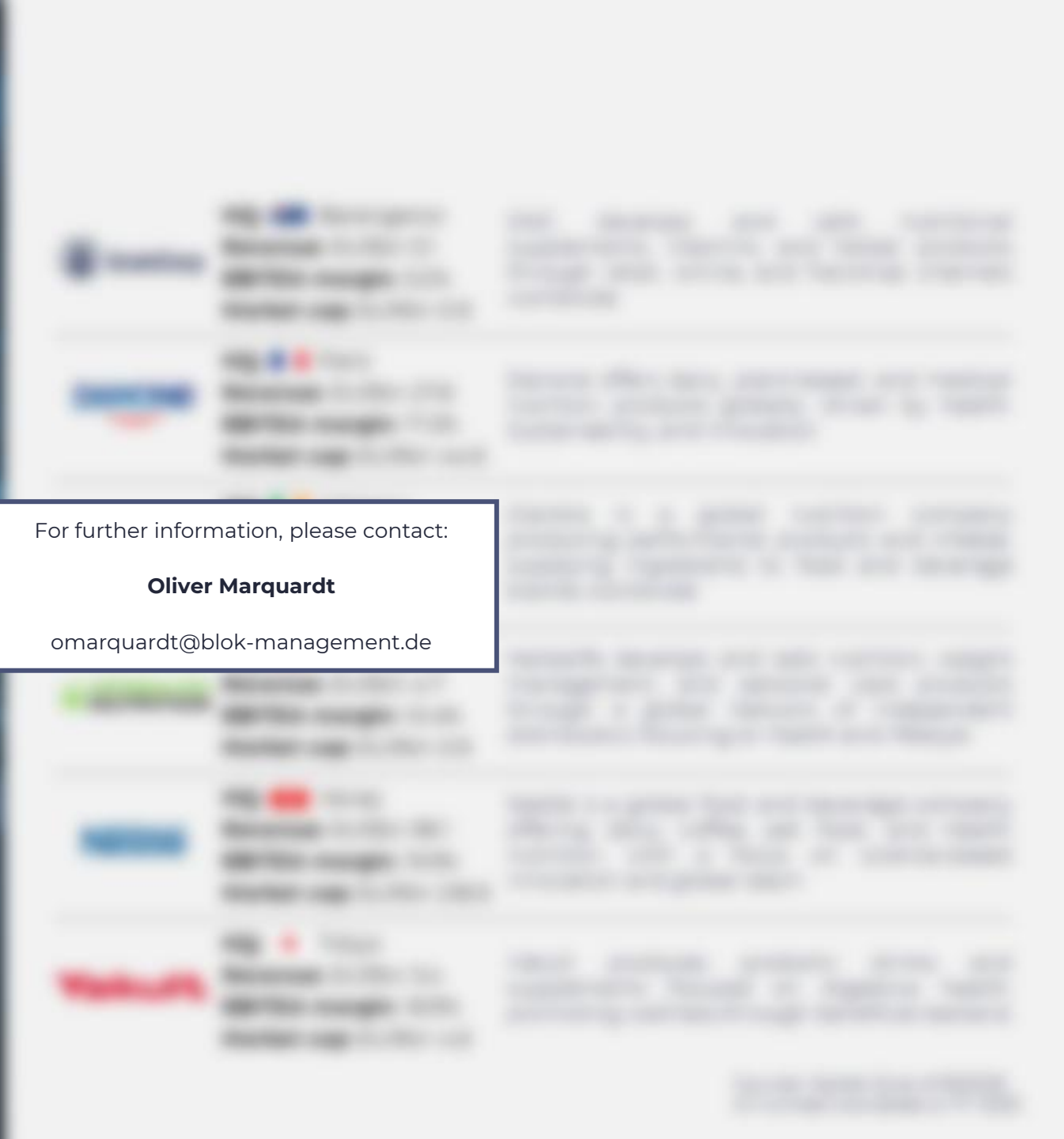




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## Corporate Responsibility

### The Human Element

The human element is the most important factor in the success of a company. It is the people who create the culture, drive the innovation and deliver the results. We are committed to the well-being of our employees and to creating a positive work environment.

We focus on the following areas:

- Employee Health and Safety
- Diversity and Inclusion
- Employee Development
- Work-Life Balance

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### Environmental Stewardship

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- Diversity and Inclusion
- Employee Development
- Work-Life Balance

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- Diversity and Inclusion
- Employee Development
- Work-Life Balance





## Wiederholungsfragen

- 1. Welche der folgenden Aussagen sind richtig? (2 Punkte)  
a) Die Kosten für die Herstellung eines Produktes hängen von der Menge an, die hergestellt wird.  
b) Die Kosten für die Herstellung eines Produktes hängen von der Qualität des Produktes.  
c) Die Kosten für die Herstellung eines Produktes hängen von der Menge an, die hergestellt wird, und von der Qualität des Produktes.  
d) Die Kosten für die Herstellung eines Produktes hängen von der Menge an, die hergestellt wird, und von der Menge an, die abgesetzt wird.
- 2. Welche der folgenden Aussagen sind richtig? (2 Punkte)  
a) Die Kosten für die Herstellung eines Produktes hängen von der Menge an, die hergestellt wird, und von der Menge an, die abgesetzt wird.  
b) Die Kosten für die Herstellung eines Produktes hängen von der Menge an, die hergestellt wird, und von der Qualität des Produktes.  
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- 3. Welche der folgenden Aussagen sind richtig? (2 Punkte)  
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## Wiederholungsfragen - Beispiel 1



Beispiel 1: Kosten für die Herstellung eines Produktes

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## Wiederholungsfragen - Beispiel 2



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## Representative portfolio (2019)

Year	Image	Flag	Company Name	Image	Flag
2019			AGROPHARMACEUTICALS		
2019			AGROPHARMACEUTICALS		
2019			AGROPHARMACEUTICALS		
2019			AGROPHARMACEUTICALS		
2019			AGROPHARMACEUTICALS		
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2019			AGROPHARMACEUTICALS		
2019			AGROPHARMACEUTICALS		
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## Executive Summary

The company's revenue in 2023 was 1.2 billion EUR, an increase of 15% compared to 2022. The operating profit was 180 million EUR, up from 160 million EUR in 2022.

The company's market position is strong, with a 10% market share in the core market. The company's growth strategy is focused on expanding into new markets and increasing its product portfolio.

The company's financial performance is solid, with a strong balance sheet and a healthy cash flow. The company's management team is experienced and has a proven track record of successful business operations.

## Key Performance Indicators (KPIs)

The company's KPIs include revenue, operating profit, market share, and customer satisfaction. The company's revenue has increased by 15% over the last three years, and its operating profit has increased by 12.5%.

The company's market share is 10%, and its customer satisfaction score is 85%. The company's management team is committed to achieving its KPIs and ensuring the company's long-term success.

The company's financial performance is strong, with a revenue of 1.2 billion EUR in 2023 and an operating profit of 180 million EUR. The company's management team is confident in the company's future prospects and is committed to achieving its goals.

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## Revenue of comparable companies



## Geographical distribution of comparable companies



Source: Data by Bloomberg Intelligence



## Conclusion

### Market trends



Strong shift toward plant-based and organic nutraceuticals

Consumer behavior supporting overall market trend

Expansion of functional claims such as weight management, added proteins, etc

Strategic buyers predominant as buyers with a stable share of more than 60%

Key rationales are market expansion as well as know-how transfer

Nutraceuticals markets feature high EV/EBITDA multiples exceeding 12x

### M&A / valuation



### Outlook



Sustained growth potential driven by strategic developments and innovations

Cross-border transactions are expected to accelerate after slight decrease in 5M 2025

Functional beverages can be identified as area with highest growth rates

## Selected FMCG publications by BLOK



BLOK MANAGEMENT GMBH

### Bread Market

#### MARKET OVERVIEW AND M&A ACTIVITY

To come in 2025



BLOK MANAGEMENT GMBH

### Textured Vegetable Protein Market

#### MARKET OVERVIEW AND M&A ACTIVITY

To come in 2025



BLOK MANAGEMENT GMBH

### Cosmetic Polymer Ingredients Market

#### MARKET OVERVIEW AND M&A ACTIVITY

To come in 2025



BLOK MANAGEMENT GMBH

### Pet Food Market

#### MARKET OVERVIEW AND M&A ACTIVITY

To come in 2025



BLOK MANAGEMENT GMBH

### Ice Cream Market

#### MARKET OVERVIEW AND M&A ACTIVITY

To come in 2025



BLOK MANAGEMENT GMBH

### Starch Market

#### MARKET OVERVIEW AND M&A ACTIVITY

To come in 2025



# BLOK Management at a glance



**>100<sup>1)</sup>**  
Closed deals



**70%**  
Sell-side



**>EURbn 5**  
Total deal value



**50%**  
Cross-Border



**~ EURm 65**  
Average deal value



**45%**  
Private Equity Involvement

## Sector focus



Business Services



Industrials



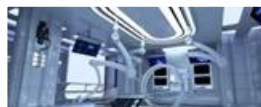
Telecommunications



Software & Technology



FMCG



Life Sciences



Environment



Education



Automotive



Logistics



Construction



Chemicals

## Our services

### M&A sell-side advisory

- Exit readiness
- Corporate carve-out/ spin-off
- Private equity sell-side
- Corporate succession

### M&A buy-side advisory

- Add-on acquisitions
- Private equity buy-side

### Corporate finance advisory

- Sell-side lender education
- Acquisition financing / LBO
- Refinancing
- Real estate financing
- Working capital financing
- Growth financing (CAPEX / Add-ons)
- Valuations
- Venture Capital

### Private Equity advisory

BLOK Management – your local partner, at home globally



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