NRC CNRC

Infographic

Canadian Consumer Adoption and Scientific Support for Natural Health Products and **Functional Food Ingredients**

Natural Health Products (NHP)

*	•	•	•	ċ	•	1	,	•	•	•	,	•	•	1	,	•	Ċ	1	1	•	•	•	2	•	ċ	•	•	1	•	•	•	1	•	•	1	1	•	ł
	1	Ń		2	2	2	2	2	ł	2					4	2			-				2	2		ļ	2	ľ		4								
1		2	K	1		ŀ		ľ	1	7		1	U	l	2)		4	Ć	7	U	l	2	1	Ø	L	J	ľ	2	5								

Chinese medicine

- Probiotics
- Essential fatty acids

Vitamins Herbal remedies

Minerals

Homeopathic medicines

Functional Food Ingredients (FF)

Omega 3 in milk and eggs Probiotics in yogurt Calcium in fruit juice



CONSUMER PERCEPTIONS (AS OF 2010)*

3 in 4 Canadians use NHPs and 1/3 use them every day



CURRENT ROLE IN CANADA'S ECONOMY

.....

750 businesses generated a total of \$11.3B in Natural Health Product and Functional Food revenue





NUMBER OF ESTABLISHMENTS PROVIDING R&D SERVICES**

Service Type

Scientific R&D Intellectual property Regulatory Clinical trials Manufacturing / Formulation Medicinal ingredient extraction Engineering or technical

Number of Companies



Type of Establishment

FF

Excludes non R&D items from survey chart

INVESTING FOR MARKET GROWTH**

NHPFF businesses invest 2.8% of revenues back into R&D, compared to 9.75% for the pharmaceutical industry.

NHPFF

R&D Spending (rounded to the nearest million)

NHP



PARTNERING AND CONTRACTING**

59% of NHPFF partnerships are with internal business units, 22% with universities, and 17% with government agencies



Federal Government Agency

Universities outside Canada

Other

Brought to you by the National Research Council of Canada⁺ (NRC), a federal research and technology organization with scientific and technical expertise and co-development opportunities. Committed to addressing consumer concerns through science to increase the safety and effectiveness of NHPs.

Sources

- * Ipsos Reid Natural Health Product Tracking Survey 2010
- http://epe.lac-bac.gc.ca/10/200/301/pwgsc-tpsg/poref/health/2011/135-09/report.pdf ** Statistics Canada Functional Foods and Natural Health Products Survey 2011 http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=18-001-X2013001&lang=eng † NRC http://www.nrc-cnrc.gc.ca/eng/solutions/collaborative/nhp_index.html

National Research Council Canada

Conseil national de recherches Canada

