

Auckland Market opportunity - nutraceuticals

Name Nutraceuticals in Auckland

Sector Food and Beverage

Project size

New Zealand's natural product industry is worth NZ\$1.4 billion annually and growing. The value of New Zealand's nutraceutical exports has grown at a compound annual growth rate (CAGR) of 17 per cent between 2013 and 2018, making it our fastest-growing food and beverage export sector along with infant formula. Major markets are already established in Asia and North America, and there's a developing market evolving in Europe.

Looking for

Enterprising nutraceutical focussed and related organisations looking to establish in New Zealand. Access to world-class top-quality ingredients, top quality staff and R&D support make the perfect combination for perspective investors and business in this rapidly growing sector.

Web-links

- <https://www.plantandfood.co.nz/>
- <https://www.callaghaninnovation.govt.nz/grants>
- <https://www.auckland.ac.nz/en/science/our-research/jgs-plant-and-food-science/plant-and-food-science-research/food-and-nutrition.html>

Access to world-class nutraceutical ingredients, great talent and R&D support make Auckland the ideal location for a nutraceutical business.

Summary

New Zealand has an excellent reputation for world-leading agricultural product. Our growing conditions are ideal, and we have a rich flora and fauna biodiversity, including many species that are found nowhere else in the world. Our food and beverage products are also highly regarded and trusted around the world. Auckland is the ideal place to establish a nutraceutical-based business with top quality raw material, access to R&D assistance and world-class talent.





Background

New Zealand is internationally recognised as having expertise in agriculture and food production. New Zealand also has a reputation for a clean green environment and abundant natural resources that have enabled a growing natural health and nutraceuticals sector to thrive. New Zealand is also a leader in food safety and product traceability. Consumers around the world trust food and beverages produced in New Zealand as we have some of the strictest growing regulations in the world.

Nutraceuticals represent an exciting new opportunity for food and pharmaceutical companies to diversify. New Zealand's natural products industry is worth NZ\$1.4 billion annually and growing, with many major markets already established in Asia and North America. According to National Health Products NZ "The value of New Zealand's nutraceutical exports has grown at a compound annual growth rate (CAGR) of 17 per cent between 2013 and 2018, making it our fastest-growing food and beverage export sector along with infant formula". New Zealand also has a long track record of identifying and utilising the medicinal and nutritional uses of natural products. New Zealand's Māori have used specialist local plants for medicinal benefits for hundreds of years.

One of the many reasons to select New Zealand based plants for nutraceutical ingredients is that that New Zealand has very strong UV light which is at least 37% higher than summers in similar latitudes in the northern hemisphere. The additional UV light causes plants to produce higher volumes of bioactives and polyphenols in their leaves and fruit to protect themselves against the harmful UVB rays. Polyphenols are presumed to be full of antioxidants and offer potential health benefits. Many believe that polyphenols can improve or help treat digestion issues, weight management difficulties, diabetes, neurodegenerative disease, and cardiovascular diseases. There is growing trend globally for nutraceuticals to be used in dietary supplements and as additives to traditional food and beverages.

New Zealand has some world leading organisations that work closely with the food and beverage and related industries such as Plant & Food Research New Zealand, a government science institution. New Zealand-based private research organisations have a strong heritage of discovery in the natural bioactive arena. Auckland University also conducts broad-ranging research covering areas such as food processing, functional foods, nutraceuticals, and human nutrition and has close connections with the private sector. Callaghan Innovation also partners with food and beverage businesses, providing a range of innovation and R&D services to assist nutraceutical and other high-tech businesses in New Zealand. There is also an R&D tax incentive in New Zealand. The RDTI is a 15% tax credit on the money you invest in eligible R&D in New Zealand. There are criteria and processes to determine whether your planned R&D is eligible.

Some prime examples of key New Zealand nutraceutical ingredients are:

- Mussel extract powder
- Plant and marine oils
- Berry fruit powders and concentrates
- Boysenberry extracts for lung health
- Honey products with UMF
- Kiwifruit based specialist ingredients
- Dairy product extract
- Native tree ferns with health-giving claims



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For more information please contact

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