

# World Nutraceutical Conference and Expo

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## Mark JS Miller

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### The future of nutraceuticals: Threats, opportunities and intangibles

In the USA the majority of the population consumes dietary supplements albeit with variances in form and demographics. Further, the size of the industry continues to grow at an impressive pace. This observation evokes many questions e.g., Why are so many consumers using supplements, what is it about classic western medicine that is not meeting their needs, and will these trend continue? In this lecture I will digest points of discussion on current threats drawing comparisons from the global industry to the current USA market. The influence of science, technology, media and consumer needs will be dissected along with opportunities for growth and improving the consumer needs. Finally, drivers that are less clear will be discussed as intangibles including the influence of clinical trial support, globalization of the supply chain and emerging product/ingredient areas.

### Biography

Mark JS Miller is a unique, innovative and entrepreneurial scientist with a heady track record of success in business. With three decades of experience as a Professor and elite researcher, Dr. Miller currently approaches unmet consumer needs using the opportunities offered by natural products and nutrition. His product innovations, marketing skills and ground-breaking research has crossed numerous disciplines offering a unique scientific and global perspective.

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