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SECTION 1: Coenzyme Q10 Overview

Introduction: Understanding the CoQ10 Market

Coenzyme Q10, or CoQ10, as it is most often called, occupies a unique and virtually unprecedented place in the story of dietary supplement ingredients. The antioxidant nutrient is the third most popular supplement in the North American market for three years running, just behind vitamin D and fish oil, according to a comprehensive study from ConsumerLab.com, surveying more than 11,000 dietary supplement users. It likely has the opportunity to move up on that list, as well as the potential to dominate other emerging supplement markets such as China, Japan and Brazil.

So what’s so great about CoQ10? Stephen Sinatra, M.D., F.A.C.C., calls it “essential to the foundation of a healthy lifestyle, especially for the millions of men and women concerned about heart health. CoQ10 can—and should—be taken by nearly everyone.”

There is significant evidence to support that statement. Even before birth, CoQ10 is produced naturally in the body and is used in the cells to create usable energy. It does this by serving as a cofactor in the electron-transport chain, which is involved in the synthesis of adenosine triphosphate (ATP). During the ATP cycle, the body takes raw nutrients from food and refines them into fuel that is used by individual cells to function. Without CoQ10, the body has no ATP and therefore cannot generate energy. This has implications for all body systems from cardiovascular and brain function to hearing, vision and oral health. CoQ10 is also important for defending the cells from damage caused by free radicals in the body. It is also well known that CoQ10 production declines significantly with age and low levels of this nutrient are increasingly linked with diabetes, cancer and heart disease.

As a supplement ingredient, CoQ10 is basically without parallel in its function, evidence and safety. But this ingredient also has unique stature as one of few supplement ingredients that began as a pharmaceutical and carries a variety of distinctions and challenges, from its highly technical production costs and requirements creating a high barrier to entry to its connection to statin drugs, which are now a globally recognized primary protocol for cardiovascular treatment.

This provides a well-defined and important audience for CoQ10 and the ingredient has definitely developed a loyal following among regular users who are well educated as to its benefits. Cardiologists are also key supporters, but only about half of these practitioners understand as much as they should or feel satisfied as to the level of proof of efficacy for CoQ10.

Though the CoQ10 industry has successfully addressed important supply chain and price issues over the last decade, which has created a more favorable overall climate, these factors have also slowed research and investment in CoQ10 technologies and could ultimately threaten quality if the segment does not find a way to better support sustainable industry expansion.

Ongoing internal industry disputes about bioavailability of certain forms may lead to negative consumer perceptions in addition to an overall lack of excitement about the category. Global market factors will also play a role in how CoQ10 is perceived and accepted in developing markets.

About this report

To understand where the CoQ10 market is going, it is important to know where CoQ10 has come from and the potential obstacles and opportunities it may face. That is the objective of this report sponsored by the CoQ10 Association.

This report provides in-depth analysis on the scope of the CoQ10 market, its history, forms, applications and market challenges, as well as an examination of the market’s size, revenues, and forecasted growth. We also provide a breakdown of key suppliers, brands, and ongoing and competitive factors that will play a role in its future growth and development.