



Omega-3 Infused Food and Drinks Market to Reach \$7 Billion by 2011, Says a New Report Available from ReportBuyer.com

London, United Kingdom, March 15, 2007 --(PR.com)-- Report Buyer, the online destination for business intelligence for major industry sectors, has now added a new report on the fast moving Omega-3 infused food and drinks market. "Omega 3 Fatty Acids and the U.S. Food and Beverage Market" forecasts that omega-3 fatty acids enhanced foods and drinks will grow from \$2 billion in 2006 to \$7 billion by 2011.

Omega-3 enhanced food and drinks are becoming popular among health conscious consumers and are slowly finding their way into the mainstream. With the Federal Drug Administration (U.S.) giving approval of a qualified health claim for reduced risk of coronary heart disease on conventional foods containing Omega-3 it appears this is a hot food trend that is set to continue.

The market is currently dominated by sales of grain-based foods, including bars, breads, and cereals, with an 86% control of the market. However, this report forecasts that the dairy segment will soon gain a sizable chunk of the market share as the popularity of enhanced yogurts, milks, ice creams and cheeses begins to take off.

This report chronicles the meteoric rise of Omega-3 fatty acids enhanced foods and drinks and makes important forecasts. It is essential reading for information buyers looking to bolster their knowledge on this exciting and rapidly moving market. It provides a comprehensive look at the Omega-3-enhanced products available and examines new product trends, consumer trends, and behaviors surrounding the purchase of Omega-3-fortified products. It also provides a comprehensive overview of ingredient suppliers and key manufacturers of Omega-3-fortified foods and beverages.

"Omega 3 Fatty Acids and the U.S. Food and Beverage Market" is available in pdf format from Report Buyer. For more information, go to:

<http://www.reportbuyer.com/go/pkf00055>

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