



## Production Of Antioxidant and Catechin Extracts From Morinda Citrifolia Leaf using Supercritical Fluid Extraction (SFE)

### TECHNOLOGY DESCRIPTION

This technology relates to a process for producing antioxidant and catechin extracts from Morinda citrifolia leaf, utilizing a supercritical fluid extraction (SFE).

### TECHNOLOGY FEATURES

This technology has natural functional food ingredient with potent antioxidant and anti-obesity activity. This product has standardized concentration of bioactive compounds of natural resources, contains health benefit effects; and using halal and green technology.

### ADVANTAGES

- natural product
- produced using Halal and green technology
- improves health

### INDUSTRY OVERVIEW

**Prospect: Functional Food Manufacturers, Nutraceutical Manufacturers, Health Supplement Manufacturers**

Functional food, nutraceutical and health supplement manufactures are the potential customers for this antioxidant and catechin extract from morinda leaf. The markets for functional food are very large and growing steadily worldwide, annual growth rate for functional foods are about 8% to 14%, and the global market size is estimated from USD7 billion to USD167 billion. Rising health awareness, rising ageing population, medical tourism and other factors are driving Malaysians and international consumers to demand products such as functional foods, nutraceuticals and supplements that promote health and well-being. Meanwhile, the vitamin and dietary supplement segments led the market with a market share of around 49% during 2014 and is expected to lead the market until the end of 2019. Functional food products sometimes are offered within the general food and beverage market. In Malaysia, food and beverages market is estimated at RM30 billion. Due to lack of information available for functional foods, it can be assumed that Malaysia has an attractive functional food and beverage niche from its large food and beverage market. Trade sources estimated functional foods consist about 40 per cent of total processed and retail packed food and drinks markets. The global functional food market is forecast to reach \$54bn (€43bn), an increase of 25% compared to 2013. U.S is the fastest growing market overtaking Japan the largest market for functional food.



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