



Market Analysis

Market Analysis of 6th International Conference on Public Health and Nutrition

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Public health is defined as the science of protecting the safety and improving the health of communities through education, policy making and research for disease and injury prevention.

The definition of public health is different for every person. Whether you like to crunch numbers, conduct laboratory or field research, formulate policy, or work directly with people to help improve their health, there is a place for you in the field of public health. Being a **public health** professional enables you to work around the world, address health problems of communities as a whole, and influence policies that affect the health of societies.

Nutrition is an important support of human life, health and development across the entire life span. Good health is important to living a productive life, meeting basic needs and contributing to community life, to a Healthy life style promotion. Dieticians and Nutritionists is an increasingly important preference for populations around the world. It is concerned with metabolic paths and metabolism, the sequence of biochemical steps through which substances among living organisms change from one form to another. Nutritional well-being depends upon following main factors: food nutrition, care, Public health, and atmosphere. Food science and nutrition is of prime importance, unhealthy intake and Nutritional deficiencies are the major causes of the deaths. Complete nourishment requires ingestion and retention of vitamins, minerals, and food intensity as carbohydrates, proteins, and dietary fats. Dietary practices and decisions play a vital role in the personal quality of life, health and life span.

Vancouver, Canada invites Presidents, CEO's, Nutritional researchers and specialists in Nutrition and Health areas, Delegates and modern administrators who are working in dietary and Healthcare industries to partake in the intelligent B2B gatherings, logical sessions, and board discourses. The organizations dealing with nutritional products and supplements can exhibit their products.

For more details please visit: <https://www.meetingsint.com/conferences/public-health>

Importance & Scope:

Public health and Nutrition 2020 is proposed to provide a noticeable opening to the experts in the field of nutrition to discuss recent research and encounters. Nutrition 2018 is projected to provide a special platform for Nutritionists, Dieticians, clinical nutritionists, researchers, students working in the field, and other health-care experts exchange their ideas in front of large intercontinental audiences.

Diet and nutrition are imperative factors in the advancement and upkeep of good health all through the whole life course.

Around 60% of the 10.9 million deaths every year among youngsters fewer than five years in the developing world are associated with malnutrition. Iodine inadequacy is the greatest single preventable cause of brain damage and mental retardation around the world and is evaluated to influence more than 700 million individuals, the majority of them located in the developing nations. More than 2000 million individuals have iron deficiency anaemia. Vitamin A insufficiency prevails to be the single greatest preventable cause of needless youth blindness and enhanced the risk of unanticipated infant mortality from contagious infections, with 250 million kids under five years of age suffering from subclinical insufficiency.

The Nutrition Market is the Succeeding Trillion Dollar Industry. Unhealthy eating behaviors have contributed to the obesity epidemic in the United States: around one-third of U.S. adults (33.8%) are obese and around 17% (or 12.5 million) of children and adolescents between the ages of 2-19 years are obese. Even for people with Healthy Weight, a poor diet is related with main health risk which causes illness and even death. These include type 2 diabetes, heart disease, hypertension, osteoporosis, and different types of cancer. By making smart food choices, various health problems can be prevented.

NIH is the leader in federally supported Nutrition research and training. In FY 2012, the NIH provided \$1.7 billion in financial support of Nutrition research and training. Overall, total NIH obligations increased in the first three years of this period, followed by a small drop in FY 2011, before rising again in FY 2012. As a percentage of total NIH spending, Nutrition constituted approximately 5% for this five-year period. In current (non-ARRA) dollars, Nutrition remained essentially flat between FY 2008 and FY 2011. In FY 2012, the increased funding was largely due to a revision of the Clinical Nutrition Fingerprint to include related, but previously missed, projects. Biomedical Nutrition research and training support in constant, as well as current, dollars. For example, Nutrition research and training support showed a \$300 million, or 21.6 percent, increase between FY 2008 and FY 2012 in current (unadjusted) dollars. In constant dollars (i.e., adjusted for inflationary price increases), Nutrition research and training support in FY 2012 had increased 9.3 percent from the FY 2008 level.

Why Canada?

This year Nutrition 2019 is going to be held in Vancouver, Canada. Inter country comparable overweight and obesity estimates from 2009 show that 62.0% of the adult population (> 20 years old) in Italy was overweight and 26.6% were obese. The prevalence of overweight was higher among men (67.7%) than women (56.6%). The proportion of men and women that were obese was 26.5% and 26.7%, respectively. According to a nationally representative survey carried out in 2011-2017 among individuals aged 18 years or over, 53.7% were overweight and 17.0% were obese (based on self-reported weight and height). Overweight prevalence estimates for men and women were 63.1% and 44.1%, respectively. The prevalence of obesity for men and women was 18.0% and 16.0%, respectively. It should be taken into account that these data do not allow for comparability across countries due to sampling and methodological differences. Adulthood obesity prevalence

forecasts (2010–2030) predict that in 2020, 27% of men and 19% of women will be obese. By 2030, the model predicts that 36% of men and 21% of women will be obese. In terms of prevalence of overweight and obesity in adolescents, up to 35% of boys and 24% of girls among 11-year-olds were overweight, according to data from the Health Behavior in School-aged Children (HBSC) survey (2009/2010).² Among 13-year-olds, the corresponding figures were 30% for boys and 17% for girls, and among 15-year-olds, 23% and 14%, respectively. No data are available from the WHO European Childhood Obesity Surveillance Initiative (COSI) 2007/2008 round. Canada, however, joined the second COSI data collection round during the school year 2009/2010. Inter-country data analysis is under way. National analyses of the Canada data revealed that 44.5% of children aged 6–9 years were overweight and 18.3% were obese. In Italy, 52.1% of the population aged 15 years and over were insufficiently active (men 47.7% and women 56.3%), according to estimates generated for 2008 by WHO. National data from 2011–2012 shows that 41.3% of the adult population (> 15 years old) was sedentary (men 35.9% and women 46.6%). It should be taken into account that these national data do not allow for comparability across countries due to sampling and methodological differences.

Target Audience:

Researchers and Scientists, Health-Care Professionals, Clinical Nutritionists, Registered Dietitians, Universities and Colleges Students, Nutrition and Dietetics Associates, Business Entrepreneurs, Sports Nutritionist, Fitness Trainers, Professors, Nutrition Doctors, Nutrition Associations, Nutrition Consulting firms, Healthcare Recruiting Agencies, Nutrition Economists, Social Workers, Direct Nutrition Providers.

Global Nutrition Report:

The economic consequences represent losses of 11% of gross domestic product (GDP) every year in Africa and Asia, whereas preventing malnutrition delivers \$16 in returns on investment for every \$1 spent. The world's countries have agreed on targets for nutrition, but despite some progress in recent years, the world is on track to reach those targets. This third stocktaking of the nation of the world's nourishment points to ways to convert this trend and end all forms of malnutrition by 2030.

Over the past decade, impulse around nutrition has been firmly developing, with management and the authorities around the world recognizing nutrition as a key component of development. In 2015, the Sustainable Improvement Goals consecrated the objective of "ending all forms of malnutrition", challenging the world to think and act creatively on malnutrition—to focus on all its faces and work to end it, for all people, by 2030.

Over the most recent decade or two, deals in the worldwide nourishment and supplements advertise have seen an uncommon hike. This has incited various new individuals to venture into the market with items that certification to be the remedy of youth, health, and energy. As indicated by the appraisals of the Nutritional Business Journal report, the worldwide nourishment and supplements showcase remained at US\$103 billion starting at 2016. After a year, it was surmised US\$207 billion internationally.