

Sodium Reduction Ingredients Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 105 pages | Mordor Intelligence

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Report description:

The global sodium reduction ingredients market is projected to register a CAGR of 11.71% during the forecast period (2023 - 2028).

COVID-19 is an incomparable global public health emergency that has affected almost every industry, and the long-term effects are projected to impact industry growth during the forecast period. The increased health and diet awareness among the consumers shifting their preference to less sodium intake products and changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments are expected to growth of the market.

Growth in the food industry, especially in the packaged and processed food segments, increases sodium consumption among consumers. To reduce this high consumption, manufacturers make tasty and healthy products with less sodium content. The levels of sodium and the ingredients used to reduce sodium content differ across applications, mainly due to each application's variations in taste, texture, and usage requirements.

Mineral salt is the leading ingredient in the global sodium reduction market, accounting for a significant market share. This is mainly due to wide availability, high functional benefits, and moderate price compared to other ingredients. However, natural sodium-reducing ingredients, such as yeast, are growing faster.

Sodium Reduction Ingredients Market Trends

Growing Consumer Awareness Toward High Sodium Intake

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Increasing consumer preferences towards healthy foods owing to the growing awareness of the harmful effects of consuming excessive salts on the body are expected to boost the overall growth of the sodium reduction ingredient market. Besides, governmental interventions and multi-sector efforts by several organizations have raised awareness regarding the harmful effects of excessive sodium consumption on the body. According to WHO, an estimated 2.5 million deaths could be prevented yearly if global salt consumption is reduced to the recommended level. Thus, growing public awareness has anticipated boosting the overall growth in the demand for the sodium-reducing ingredients market.

Asia-Pacific Witnessed a Significant Growth

North America holds a significant share in the sodium-reducing ingredients market, owing to several fast food and other food processing industries in the region. Also, governmental initiatives undertaken to increase consumer awareness of the benefits of sodium-reducing ingredients are expected to boost the overall market in the area. Europe is the second-largest market due to the region's health-conscious individuals. The Asia Pacific is expected to witness rapid demand for sodium-reducing ingredients due to the growing consumer preference for packed food in the area. Highly populated countries such as China and India are expected to drive the region's sodium-reducing reducing ingredient market.

Sodium Reduction Ingredients Market Competitor Analysis

The Sodium Reduction Ingredients market is competitive. Some critical players in the global sodium reduction ingredients market include Advanced Food Systems Inc, Cargill Inc., Givaudan, DuPont, AngelYeast Co., Ltd, Dr. Paul Lohmann GmbH & Co. KGaA, K+S Kali GMBH, among others. Changing consumer consumption trends toward healthy, nutritious food products show increased product penetration and purchasing power of individuals. This provides an opportunity for the market players to invest in this market. Investments in developing new innovative products and capacity expansions exhibit firm intention to capitalize on the potential market demand for sodium reduction ingredient products. Key players have been involved in developing a range of customized solutions to target specific needs of the food manufacturers and consumer health.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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