

## **North America Beta-Glucan Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The North American beta-glucan market is projected to grow at a CAGR of 5.87% during the forecast period (2022-2027).

North America Beta Glucan Market has witnessed significant growth despite the COVID-19 pandemic due to increasing health and hygiene consciousness among consumers in this region. As a result, customer demand for nutritious, low-calorie, non-oily, functional, and superfoods has migrated away from processed meals. Consumers are increasingly aware of food ingredients and pay great attention to nutrition labels and product composition. As a result of this shift in consumer behavior, demand for healthy foods and supplements has surged, driving a slew of new functional, non-genetically modified, and naturally produced food products to hit the market.

Beta-glucan, which is characterized as the most popular emerging ingredient in the immune health segment, is witnessing a huge demand from consumers. Technological advancement in oat and barley beta-glucan extractions in recent years has led to commercial, purified beta-glucan market growth in the region.

Government initiative to improve infants' health conditions is playing a vital role in driving the sales of infant formula in the country, which is also driving the demand for infant formula fortified by beta-glucan.

### **North America Beta-Glucan Market Trends**

#### **Increased Demand for Soluble Beta-Glucan**

The high solubility of soluble beta-glucan enables companies to produce products with a smooth texture.? Soluble beta-glucan

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

finds its applications increasingly in the cosmetics industry to manufacture creams and lotions, as it can be easily absorbed into the skin to achieve desired cosmetic or dermatologic results. Manufacturers are offering soluble beta-glucan that has higher water solubility compared to insoluble beta-glucan, thereby making it ideal for a wide array of applications. For instance, Tate & Lyle offers PromOat Beta Glucan, a soluble oat bran fiber extracted from wholegrain oats and is free from chemicals. It is soluble and has strong water-binding and emulsifying properties and a smooth and creamy texture in a variety of products, including beverages, dairy, soups, sauces, and dressings.

#### United States Holds Major Share in the Market

In the United States, there is a significant increase in demand for nutritional food and beverages infused with beta-glucan, probiotics, and DHA, as these ingredients are associated with a reduced incidence of respiratory illnesses and allergic manifestations. The rising demand for beta-glucan from various applications is encouraging key players from other regions to invest in the US market. Beta and algae glucan segment is expected to witness significant demand among consumers, with age group 19-55, owing to Millennials' inclination toward natural ingredients and growing preference for clean label food products. Moreover, algae and yeast beta-glucan have proven to be multi-purpose ingredients capable of fortifying and supporting the immune system. ?

#### North America Beta-Glucan Market Competitor Analysis

The North American beta-glucan market is highly fragmented, particularly with the significant presence of numerous global and regional players. The market is dominated by the players such as Tate & Lyle, Kerry Group, Associated British Foods Plc, SuperBeta-Glucan, and DSM. Product innovation is the most adopted strategy by the key players. They are also investing extensive investment in R&D has led to the introduction of numerous new products in the market. The prominent companies in the market are focusing on the innovation and distribution of these ingredients for catering to emerging applications, like infant nutrition. In addition, the leading players are focused on the promotion of their beta-glucan ingredients, along with spreading awareness among the consumers.

#### Additional Benefits:

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

#### **Table of Contents:**

##### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
  - 4.3.1 Threat of New Entrants
  - 4.3.2 Bargaining Power of Buyers/Consumers

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.3 Bargaining Power of Suppliers
- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

- 5.1 By Category
  - 5.1.1 Soluble
  - 5.1.2 Insoluble
- 5.2 By Application
  - 5.2.1 Food and Beverages
  - 5.2.2 Healthcare and Dietary Supplements
  - 5.2.3 Other Applications
- 5.3 By Source
  - 5.3.1 Cereal
  - 5.3.2 Yeast
  - 5.3.3 Mushroom
  - 5.3.4 Other Sources
- 5.4 Geography
  - 5.4.1 United States
  - 5.4.2 Canada
  - 5.4.3 Mexico
  - 5.4.4 Rest of North America

## 6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
  - 6.4.1 Tate & Lyle PLC
  - 6.4.2 Kerry Group PLC
  - 6.4.3 Koninklijke DSM N.V.
  - 6.4.4 Associated British Foods Plc
  - 6.4.5 Kemin Industries, Inc.
  - 6.4.6 Ceapro Inc.
  - 6.4.7 Super Beta-Glucan
  - 6.4.8 Cargill Inc
  - 6.4.9 Garuda International Inc.
  - 6.4.10 ABF ingredients

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 IMPACT OF COVID-19 ON THE MARKET

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**North America Beta-Glucan Market - Growth, Trends, Covid-19 Impact, and Forecasts  
(2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-02"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)