

Sesame Seeds Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 157 pages | Mordor Intelligence

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Report description:

The global sesame market is projected to witness a CAGR of 2.2% over the forecast period (2022-2027).

The ongoing COVID-19 pandemic compelled consumers to rethink their consumption patterns, leading to the growth in demand for healthy ingredients and creating an opportunity for sesame seeds as ingredients for various food and personal care products. However, the disruptions in trade created a decline in the initial months of 2020. Despite the little disruption, due to the rising consumer inclination toward healthy living and adopting healthy food ingredients, the sesame seed market is anticipated to grow during the forecast period.

Across the world, there is a growing appetite for healthy ingredients in diets among consumers, especially the millennial population across North America and Europe. The nutritional profile of these seeds has gained consumer attraction over the last few years.

The growing demand for superfoods among health-conscious consumers is driving the demand for the market. However, price fluctuations and allergies associated with the commodity are holding back the growth of sesame seeds.

The drivers identified in this market are consumption patterns and increasing health awareness, increasing demand across nations, and advancements and innovations in terms of hybrids. The restraints identified in the market are international price fluctuations, strong international competition, and salmonella risk in sesame seeds.

Sesame Seed Market Trends

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Rising Demand for Sesame Seeds as a Functional Ingredient

Sesame seeds production has been increasing over the years along with its demand. The edible oilseeds coming in the assorted range of white, black, and brown are the farmers' one of the most favored crops for their resistance to withstand unfavorable weather conditions and grow with minimum attention. The growing demand for sesame seed as a functional ingredient in several foods on account of its ability to facilitate digestion, reduce hypertension, rich sources of polyphenols, antioxidants, vitamins, and minerals, etc., are the factors driving the market. The popularity of these seeds has increased significantly over the recent past with product launches, as consumers are more inclined toward natural and wholesome ingredients. The market is driven by consumer preference toward functional and health-based naturally derived products. The rising application of sesame seeds as an antioxidant source in various pharmaceutical formulations is expected to drive the sesame seeds market in the near future.

North America is the One of the Major Consumers of Sesame Seeds

Consumers across the North American region are looking for healthy ingredients in their diet due to an increase in obesity rates. According to statistics from the Center for Disease Control and Prevention, in 2019, the obesity rate reached 42.8% in the United States. Sesame seeds are loaded with potent amino acids, such as tryptophan and polyphenols, that help reduce weight. This, in turn, has boosted their adoption in many of the packed goods, baking products, and as an ingredient in many of the food and beverage products in American cuisine. In the United States, sesame seeds are used as a confectionary topping, in baked goods, or as a condiment.

Additional Benefits:

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

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