

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

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Report description:

The global phytosterols market is projected to register a CAGR of 8.6% during the forecast period 2022- 2027.

COVID-19 has resulted in a devastating impact on the phytosterols market in two main ways: by directly affecting production and demand, and by creating supply chain and market disruption. However, the potential of physterols is being recognised by many research studies, which is thereby creating ample room to rebalance the industry even in the face of persistent COVID-19 restrictions.

The phytosterols market is driven by the increasing consumer demand for functional food and dietary supplements, which holds the potential for plant phytosterols. The beta-sitosterol segment holds a major share in the market studied. Phytosterols are plant compounds similar in structure to cholesterol, and decrease cholesterol absorption in the small intestine likely due to competition. These are often recommended as part of a heart-healthy eating plan, which is likely to impact the market positively.

North America and Europe account for more than significant share of the global phytosterols demand, with most of its applications mainly centred around the large consumption of nutraceuticals and dietary supplements in the regions. The National Cholesterol Education Program in the US recommends people with high cholesterol consume two grams of phytosterols each day. The FDA has also approved a health claim relating the role phytosterols in reducing the risk of heart disease.

Phytosterols Market Trends

Potential of Plant Sterols in Nutraceuticals

Plant sterols have potential health benefits, which has led them to be increasingly used in the pharmaceutical and nutraceutical industries. The increased demand for nutraceuticals among the consumers, is thus, driving the global phytosterol market. According to the European Food Safety Authority (EFSA), if a person consumes 1.5 to 2.4 gm of plant sterols and stanols per day,

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then the blood cholesterol level can be reduced by 7-10%. Phytosterols possess innumerable beneficial therapeutic properties. Hence, the concept of utilizing phytosterols as nutraceuticals is gradually emerging and gaining considerable interest.

European Region to Dominate the Market

European countries lead the market, especially as there is an expansion of the phytosterol market in Europe, due to an increase in demand for non-GMO products. The European Union has made it mandatory for the manufacturers to label their products with the content of phytosterol in the product and that it was only for the usage of consumers with heart diseases. Food items, like spreads and milk type products, like yogurt and yogurt drinks, are most commonly available. Finland and the Netherlands have the largest variety of the available product type, followed by Belgium, Germany, and the United Kingdom.

Phytosterols Market Competitor Analysis

The global phytosterol market is competitive, with a significant presence of numerous global and regional players. ADM, BASF, DuPont, and Cargill are the leading players in the global phytosterol market. The leading companies are gaining momentum in the global market, by making increased use of tall and vegetable oils as a source of extraction. Tall oil phytosterol esters can be evenly dispersed through products, such as reduced fat cheese. BASF, ADM, Arboris LLC, Advanced Organic Materials SA, Matrix Fine Sciences Pvt Ltd, and Lipofoods SLU are the most active companies, in terms of new product launches, expansions, and partnerships.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Deliverables and Study Assumptions
- 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
 - 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 Product Type
 - 5.1.1 Beta-Sitosterol

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- 5.1.2 Campesterol
- 5.1.3 Stigmasterol
- 5.1.4 Others
- 5.2 By Application
 - 5.2.1 Dairy Products
 - 5.2.2 Sauces and Condiments
 - 5.2.3 Beverages
 - 5.2.4 Bakery and Confectionery
 - 5.2.5 Others
- 5.3 Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Mexico
 - 5.3.1.4 Rest of North America
 - 5.3.2 Europe
 - 5.3.2.1 Germany
 - 5.3.2.2 United Kingdom
 - 5.3.2.3 France
 - 5.3.2.4 Russia
 - 5.3.2.5 Spain
 - 5.3.2.6 Italy
 - 5.3.2.7 Rest of Europe
 - 5.3.3 Asia-Pacific
 - 5.3.3.1 India
 - 5.3.3.2 China
 - 5.3.3.3 Japan
 - 5.3.3.4 Australia
 - 5.3.3.5 Rest of Asia-Pacific
 - 5.3.4 Rest of the World
 - 5.3.4.1 South America
 - 5.3.4.2 Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Position Analysis
- 6.4 Company Profiles
 - 6.4.1 Archer Daniels Midland Company
 - 6.4.2 BASF SE
 - 6.4.3 DuPont de Nemours, Inc
 - 6.4.4 Cargill, Incorporated
 - 6.4.5 Arboris LLC
 - 6.4.6 Bunge Limited
 - 6.4.7 Matrix Fine Sciences Pvt Ltd
 - 6.4.8 Raisio Oyj
 - 6.4.9 Gustav Parmentier GmbH

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6.4.10 Advanced Organic Materials SA

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

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