

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

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Report description:

The global inulin market is projected to register a CAGR of 6.5% during the forecast period 2022-2027.

The COVID-19 outbreak created health awareness among consumers and the importance of dietary fiber in maintaining a healthy digestive system. Owing to its major benefit of being more easily digestible, inulin is mainly used in the food and beverage market, especially in the bakery and confectionery segment. Due to the COVID-19 outbreak, the demand for inulin increased due to its role in helping control diabetes, improve gut health, and control cholesterol levels. Consumers are purchasing nutritious and immunity-booster supplements to fight against coronavirus as the pandemic has inclined consumers toward purchasing huge amounts of organic and sustainable food products, which in turn, are accelerating the growth of the inulin market across the world.

The presence of other dietary fibers and prebiotic ingredients in the market is the major challenge hindering the growth of the inulin market. Asia-Pacific is the fastest-growing region, owing to the presence of growing end-user industries, such as food and beverages, pharmaceuticals, and dietary supplements. The Chinese and Indian inulin markets are expected to benefit from government policies favoring Foreign Direct Investments (FDI).

Inulin is trending for its high nutritional content, which includes rich fibers and minerals like calcium and potassium, vitamins, proteins, and C. The increasing adoption of inulin is expected to attract new customers to the inulin market worldwide during the forecast period.

Inulin Market Trends

Increasing Demand for Prebiotics

Globally, inulin is gaining importance and becoming a part of consumers' daily dietary practices. The main reason for this

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increasing popularity is the change in consumers' lifestyles and their increasing awareness, which is boosting the intake of high-fiber functional food and prebiotics. The increasing intake of prebiotics in the food and beverage industry is linked to benefits, such as improved digestion, lower stress response, better hormonal balance, and a decrease in cardiovascular diseases. The Food Drug Administrative classified inulin as a safe product, which has resulted in manufacturers preferring inulin products over other alternatives. It is utilized to inhibit the growth of pathogenic bacteria and maintain healthy gut bacteria for better colon health. These benefits are popularising prebiotics among consumers, which in turn, is accelerating the inulin market growth globally.

Europe is the Fastest-growing Regional Market

The UK dietary supplement market is driven by the growing acceptance of such products among the aging population and the increasing incidences of lifestyle-related disorders. Healthcare professionals across the region recommend dietary supplements containing prebiotic ingredients to combat health challenges. Europe holds a major share in the inulin market due to large companies in the region. The existence of favorable regulatory strategies for incorporating functional ingredients, mostly in the applications of food & beverages in Europe, is an essential reason for the market's steady growth in Europe. The increasing demand for infant food formula, the growth of the dairy industry, and the aging population are a few factors driving the market. North America is projected to account for a substantial share of the market due to the increasing awareness of people regarding reducing calories in the region, which in turn, is boosting the inulin market.

Inulin Market Competitor Analysis

The global inulin market is highly competitive, with major players competing for the market share. The major players are focusing on expanding their market share and product range to gain a competitive advantage. Most of the major players are based in North America and Europe. The major players in the market are Beneo GmbH, Cosucra Groupe Warcoing SA, Tierra Group, Cargill Inc., and Sensus BV. New product innovation is the most preferred strategic approach adopted by most companies involved in the inulin market. Other strategies include extensive partnerships and collaborations with other firms, research institutes, and government organizations.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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