

## **Asia-Pacific Vinegar Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

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

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### **Report description:**

The Asia-Pacific vinegar market is projected to record a CAGR of 5.1% during the forecast period 2022-2027.

The COVID-19 pandemic changed demand dynamics in the market, with consumers increasingly seeking immunity booster products for building health and body enhancement. Targeting this emerging trend, companies are positioning their products accordingly to address this demand. Thus, manufacturers are leveraging this factor to further build their customer base through innovation, distribution enhancement, and higher product visibility. For instance, Dabur India Ltd's Apple Cider Vinegar and its series of new products were exclusively launched on Amazon India during Amazon Prime Day in August 2020.

Over the medium term, the Asia-Pacific vinegar market is expected to be primarily driven by changing consumer lifestyles and preferences. Due to the rise in health benefits associated with the consumption of vinegar, consumers' interest in the inclusion of vinegar in cooking gourmet and ethnic food has increased, thereby prompting the sales of vinegar. The labeling claims of products, including non-GMO, gluten-free, organic, and vegan, have further boosted the market growth.

Moreover, unfiltered vinegar is popular among consumers due to the presence of the original "mother" essence and taste. The growing preference for more premium products encourages market players to be innovative regarding the overall taste profile of different kinds of vinegar.

### **APAC Vinegar Market Trends**

#### **Increasing Health Consciousness Among Asian Consumers**

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Vinegar has been used medically for centuries. However, it has enjoyed a surge in popularity in recent years due to its natural remedies for various health problems. In addition, doctors worldwide claim that vinegar supports digestion and helps control blood sugar level spikes by creating a feeling of satedness. It can also be beneficial for those looking for a weight loss aid. Various studies showed that apple cider vinegar provides a modest improvement in blood sugar, which is why it may be helpful for those with prediabetes and diabetes. The increasing information regarding the health benefits of the product is expected to boost the market growth during the forecast period. Due to its medicinal properties and role in curing various ailments, like arthritis, asthma, and coughs, more research and knowledge transfer is happening in the market. Additionally, due to busy lifestyles, consumers are looking for a product that is in tune with nature and does not harm the environment, and vinegar fits in this category very well. In addition to being a health supplement, it can also be used for cleaning the scalp. All these compounds in various types of vinegar were found to be beneficial even when ingested in a small amount, which drove the market growth during the study period.

### Balsamic Vinegar Holds the Major Market Share

Balsamic vinegar is a slightly sweet, dark, richly flavored vinegar used to enhance salad dressings, marinades, and sauces. Balsamic vinegar has a wide range of applications as it can also be used in gravies and cooked meats to add flavor and aroma, season salad greens, strawberries, peaches and melons, desserts, risotto, roasted vegetables, drinks, and braised meats. These applications are expected to drive the sales of balsamic vinegar during the forecast period. Balsamic vinegar also offers various health benefits, including enhancing skin health, reducing blood sugar, promoting good gut health and digestion, supporting immune functions by containing strains of probiotics, and lowering cholesterol levels due to antioxidants. This vinegar also helps treat wounds owing to its antifungal, antiviral, and antibacterial properties and promotes blood circulation. Some of the prominent brands of balsamic vinegar in Asian markets are My Choice, Ortalli, Colavita, Borges, De Nigris, Bertolli, Filippo Berio, Castello Di Maranello, Emilia Food Love, and Freshos.

### APAC Vinegar Market Competitor Analysis

The market is highly fragmented and is dominated by players from China and Japan. The key market players are increasingly relying on product innovation as the most adopted strategy. Extensive R&D investments have been witnessed over previous years, which has led to the introduction of numerous products in the market. The major players are focusing on introducing new and attractive variants for target pallets and innovating with their product portfolios in the market to cater to the interests of the consumers. Thus, new product development with artisanal ingredients is one of the most preferred strategies in the market. HJ Heinz Company LP, Borges Branded Foods, Australian Vinegar, and Mizkan Holdings Co. Ltd are some of the major players in the market.

### Additional Benefits:

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

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