

Heart Health Ingredients Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The global heart health ingredient market is expected to grow at a CAGR of 9.5 in the forecast period (2022-2027).

The onset of the COVID-19 pandemic triggered lockdowns, affected the heart health ingredient market by directly affecting production and demand, supply chain and market disruption, and by its financial impact on firms and financial markets. But the heart health ingredient market was uplifted amid covid because the chances of chronic disease were more, and thus the demand increased.

Consumers across the globe are looking for food and beverage products with proven health benefits. Moreover, they are taking a more holistic view of health, wellness, and nutrition, pushing the demand for healthy ingredients. Ingredients such as vitamins, omega-3, omega-6, and probiotics, among others, are on the priority list of consumers attributable to their expanded health benefits. For example, the consumption of omega-3 fatty acid-based supplements and food products is widely promoted globally because of a common belief that it will protect against heart diseases like cardiovascular disease. Apart from heart diseases, omega-3 fatty acids (EPA and DHA) are used for bone, cognitive, and brain health supplements.

Heart Health Ingredients Market Trends

Expanding Immunity Ingredient Space

The immune health segment is witnessing an inflow of numerous novel and functional ingredients targeted toward specific health needs. From classical ingredients, such as vitamins and botanicals, the market is now shifting toward the use of ocean's seaweed and yeasts' beta-glucans to continue to diversify and expand the market.?

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In line with this, beta-glucan, which is characterized as the most popular emerging ingredient in the immune health segment, is witnessing a huge demand from consumers globally. Yeast beta-glucan is derived from baker's yeast and is found to maintain or stimulate the effectiveness of the immune system. Moreover, yeast beta-glucan has positive effects on cholesterol levels. Research is being carried out to investigate its positive impact on blood sugar levels as well. Yeast beta-glucan is a multi-purpose ingredient capable of fortifying and supporting the immune system. For example, beta-glucan derived from the yeast can be used in nutritional and dietary products, dry-mix products, and in a range of other products, such as granola bars, cookies, beverages, and desserts. ?

North America Holds The Major Share

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 the 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. ?

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. For instance, the United States' special supplemental nutrition program for women, infants, and children (WIC) distributes the infant formula products used in the United States to families. ?

Heart Health Ingredients Market Competitor Analysis

The global heart health market is competitive due to the presence of numerous major players in the market. Some companies have also been involved in strategic collaborations with digital marketing and other companies to improve their supply chain and management efficiency. Some major players in the market are BASF SE, Kerry group PLC, Cargill Inc, and Archer Daniels midland.

Additional Benefits:

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

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