

Prebiotic Ingredient Market Size - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The Prebiotic Ingredient Market is expected to witness a CAGR of 8.15% for the forecast period 2022-2027.

COVID-19 has had a positive impact on the market studied owing to the increased awareness of preventative health. This has supported the growth of prebiotic-based food and products globally.

Prebiotics had a positive growth rate during the pandemic period. The market was driven by increasing consumer awareness of adding prebiotics to the food. According to an earlier study published in the online journal *Frontiers in Behavioral Neuroscience*, with the addition of prebiotics to the daily diet, the body will be able to promote beneficial gut bacteria. Consumers experience better sleep behavior during times of stress, which is important for a strong immune system. Acute stress can disrupt the gut microbiome.

The increasing importance of nutraceuticals, on account of the rising health awareness, consumer shift toward natural ingredients, and regulatory support intended to promote the inclusion of functional ingredients are expected to fuel up the demand for inulin and FOS as functional ingredients. Also, prebiotic ingredients, such as inulin, are experiencing visible growth.

Prebiotic Ingredient Market Trends

Increasing Demand for Nutraceuticals

Globally, nutraceutical products are gaining importance and are becoming a part of consumers' daily dietary practice. The main reason for this growing popularity is the change in consumer lifestyle and increase in awareness. Increasing intake of high-fiber

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functional food and prebiotics by the F&B industry is linked to benefits, such as improved digestion, lower stress response, better hormonal balance, and a decrease in cardiovascular diseases. These benefits raise awareness among the consumers, which drives the market growth. The increasing importance of nutraceuticals, on account of the rising health awareness, consumer shift toward natural ingredients, and regulatory support intended to promote the inclusion of functional ingredients are expected to fuel up the demand for inulin and FOS as functional ingredients.

Europe to Dominate the Market

Increasing demand for fortifying food with prebiotic ingredients is expected to increase the market expansion of prebiotic ingredients in Europe. Inulin is widely utilized in the food processing sector as it is a good and healthy substitute for fat and sugar. A rise in concerns about diabetes and obesity across the region will further encourage demand for prebiotic-based fortified foods and beverages. Germany holds the top position in the foodservice sector in Europe, accounting for one of the major consumers of the additive and ingredient market, including emulsifiers in the region. The bakery and confectionery sector of the country consumes the largest part of the emulsifiers, while the meat industry emerged as a growing sector for the market, promising to drive the market studied in the coming years.

Prebiotic Ingredient Market Competitor Analysis

BNEO GmbH and TEREOS SA are the most active companies with numerous brands offering a broad range of prebiotic ingredients across the world. Prebiotic ingredients manufacturers are focusing on upgrading the products they offer and introducing naive formulations, including organic inulin. The leading players in the prebiotic ingredients market enjoy a dominant presence worldwide. These players focus on leveraging the opportunities posed by emerging markets to expand their product portfolio so that they can cater to the requirements of various product segments, especially in prebiotic ingredients. These players are focusing on rapid market expansion and new product launches to gain a better market share, efficient results, and a competitive edge over other competitors in the market.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

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

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4.3.4 Threat of Substitute Products/Services

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Type

5.1.1 Inulin

5.1.2 FOS (Fructo-oligosaccharide)

5.1.3 GOS (Galacto-oligosaccharide)

5.1.4 Other Types

5.2 By Application

5.2.1 Infant Formula

5.2.2 Fortified Food and Beverage

5.2.3 Dietary Supplements

5.2.4 Animal Feed

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 United Kingdom

5.3.2.2 Germany

5.3.2.3 France

5.3.2.4 Italy

5.3.2.5 Russia

5.3.2.6 Spain

5.3.2.7 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 China

5.3.3.2 India

5.3.3.3 Australia

5.3.3.4 Japan

5.3.3.5 Rest of Asia-Pacific

5.3.4 South America

5.3.4.1 Brazil

5.3.4.2 Argentina

5.3.4.3 Rest of South America

5.3.5 Middle-East

5.3.5.1 South Africa

5.3.5.2 United Arab Emirates

5.3.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

6.1 Most Active Companies

6.2 Market Share Analysis

6.3 Strategies Adopted by Leading Players

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6.4 Company Profiles

6.4.1 Beneo-Orafti SA

6.4.2 Tereos Group

6.4.3 Ingredion Inc.

6.4.4 Cargill Inc.

6.4.5 DowDuPont Inc.

6.4.6 Royal Freisland Campina NV

6.4.7 Kerry Group

6.4.8 Cosucra-groupe Warcoing SA

6.4.9 Sensus BV

6.4.10 Renew Life

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

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