SCOTTS INTERNATIONAL

Salt Substitutes Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

The Salt Substitutes Market is projected to register a CAGR of 6.71% over the upcoming five years.

Increasing processed food consumption has increased the demand for salt substitutes in savory snacks. Manufacturers are using salt substitutes instead of salt and marketing these ingredients for better market positioning. Increasing work pressure has also led to serious health concerns, driving the market for salt substitutes. Most manufacturers are adopting yeast extract and hydrolyzed vegetable protein in various processed food items.

As the body needs sodium to function properly, it is important to avoid excessive amounts, as consumption of excess sodium is associated with high blood pressure. According to the US Food and Drug Administration (FDA), the average American consumes roughly 3,400 milligram (mg) of sodium daily, nearly 50% higher than the recommended minimum of 2,300 mg. High salt consumption leads the body to retain fluid, making it more difficult for the heart to pump blood throughout the body, resulting in high blood pressure, which can lead to heart disease, strokes, and even kidney damage.

As a result, there has been a significant increase in the demand for salt substitutes to prevent health risks. According to the American Heart Association, lowering Americans' intake to the recommended level might avoid 4,50,000 cases of cardiovascular disease and save USD 40 billion in healthcare costs over the next 20 years. In turn, salt substitute market growth in the forecast period is expected to be driven by the health benefits of salt substitutes and increased awareness among target consumers.

Salt Substitutes Market Trends

Growing Demand for Savory Snacks

The demand for savory snacks is increasing due to their easy availability and taste. However, various snack base products are unappetizing without added seasonings. Salt is the original and most common seasoning. Snack manufacturers are looking for product line extensions, and the development of flavored products is increasing. Salt substitutes are compounded to add taste to improve the consumer appeal of the finished product. Increased health awareness has led to reduced use of salt, leading to the use of salt substitutes. Several ingredient manufacturers are offering sodium replacements and their potential application in snacks. For instance, Cargill's FlakeSelect is its patent-pending technology, where sodium chloride and potassium chloride are combined using a roller application and smashed together.

Asia-Pacific Witnessed a Significant Market Growth

Asia-Pacific witnessed a staggering rise in lifestyle diseases. Replacing salt with substitutes, such as potassium chloride, amino acids, and hydrolyzed vegetable protein, can significantly reduce the adverse effects of the overconsumption of sodium. The WHO, FAO, and numerous other organizations have advocated for reducing or substituting sodium in food. As per the recommendations issued by the WHO, the overall dietary salt intake of the population needs to be reduced by 30% by 2025. For instance, As part of the '25 by 25' initiative to control non-communicable diseases, India has committed to reducing salt consumption by 30% in the mean population by 2025. Furthermore, few educational interventions have been conducted to promote lower salt diets in the country. Due to this, many countries in the Asia-Pacific region have begun implementing their salt reduction programs recently.

In addition, food manufacturers are also reformulating their recipes to reduce salt content due to changing consumer expectations and new regulations. The reduction of salt claims across most food segments in this region has risen over the past few years. Therefore, reformulating products for salt reduction provides an opportunity for innovation and marketing to new consumers, such as the elderly and younger people. Hence, rapid penetration of the salt substitute in the food and beverage retail sector, especially in emerging economies fuelled by favorable government initiatives, is drawing the attention of leading market players. This factor is expected to boost the growth of the salt substitute market during the forecast period in the region.

Salt Substitutes Market Competitor Analysis

The salt substitutes market is gaining momentum globally. Nonetheless, the market exhibits the strong presence of key players such as Cargill Inc., TATE & LYLE PLC, Koninklijke DSM N.V., Kerry PLC, and Ajinomoto Co. Inc., among others. To retain their position within the market and gain an advantage over their competitors, these market players have focused on product innovation, expansion, partnership, and sustainability.?? Product innovation has remained at the forefront for most players operating in the salt substitutes market. Key players have been involved in developing various customized solutions to target the specific needs of food manufacturers and consumer health.

Additional Benefits:

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

Table of Contents:

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

SCOTTS INTERNATIONAL

Salt Substitutes Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:
- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-01
		Signature	