

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

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

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Report description:

The global pink Himalayan salt market is projected to witness a CAGR of 4.69% during the forecast period (2023 - 2028).

The Covid-19 lockdowns around the world in 2020 and continued limitations in 2021 interrupted the supply chain, causing issues for Pink Himalayan Salt manufacturers. Vendor profit margins have continued to be squeezed by fierce competition, price challenges, and altering consumer preferences.

Pink Himalayan salt is a premium-priced culinary salt and a type of gourmet salt that comes from one of the largest rock-salt mining operations in the world, namely, the Khewra Salt Mine in the Punjab Region of Pakistan. The pink color of the salt comes from various mineral impurities, especially iron and other trace elements. The market for pink Himalayan salt is influenced directly by trends in the food industry, particularly in the fast-food and meat industries.

Globalization and the strong influence of westernization in emerging countries fuel the demand for foreign cuisines, such as Italian and French food, which call for specialized flavors and seasonings. There is also a growing opportunity for organic flavored salts from all-natural ingredients.

Pink Himalayan Salt Market Trends

Changing Consumers' Taste Palate Creating Demand for Ethnic and Authentic Cuisines

Consumers have been expanding their palates, seeking new and unique ethnic flavors beyond their regional cuisines, thus, facilitating manufacturers and suppliers to introduce exciting ethnic food varieties in their product offerings. The expanding multicultural society is craving ethnically diverse food products. In this regard, an increasing number of manufacturers seek ethnic affiliations for their food products, and labeling is becoming an integral part of the brand and the company's image.

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Gourmet salts, including Himalayan pink salt, are becoming vital ingredients for all types of international cuisines from various parts of the world, such as China, Korea, Japan, India, Mexico, and France, as each kind of gourmet salt has its specific function and provides specific taste and texture to the food. Pink Himalayan salt is mined from Asian countries, particularly from the Punjab region of Pakistan, and is largely used as a food additive in numerous ethnic cuisines. Hence, these factors are expected to propel the growth of the Pink Himalayan salt market.

Increasing Consumption of Pink Salt in Middle-East

The market for Himalayan Pink Salt witnessed significant growth in the Middle-East due to consumers' growing awareness regarding multiple health and skin benefits. The rising incidence of hypertension and mineral deficiency-related diseases in the United Arab Emirates has also boosted the sales in the category, owing to its vivid mineral profile. The primary consumer demographic is millennials, generation - z, influenced by global health and wellness trends. This is further fueled by strong Internet and social media penetration. Also, Himalayan Pink salt mixed with water is widely used as a natural electrolyte solution to replace the natural electrolyte lost rapidly due to this region's harsh, humid, and hot weather conditions.

Pink Himalayan Salt Market Competitor Analysis

The pink Himalayan salt market is highly fragmented, with numerous players offering pink Himalayan salt, as it requires less processing time, apart from repacking, which is attracting a greater number of small players into the market. Major players, like McCormick & Company, are heavily capitalizing on R&D. Players are not only depending on product innovation but also concentrating on packaging innovation to align with consumers' environmental sentiments.

In developing new products, manufacturers are sensitive to ongoing consumer wariness and trends about choosing products suitable for their healthy lifestyle choices. Thus, players offer products with international standards and certifications, such as Organic and Kosher.

Additional Benefits:

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

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