

Europe Food Fortification Premix Market Report and Forecast 2024-2032

Market Report | 2023-12-20 | 218 pages | EMR Inc.

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Report description:

Europe Food Fortification Premix Market Report and Forecast 2024-2032 Market Outlook

According to the report by Expert Market Research (EMR), the Europe food fortification premix market attained a heathy growth in the historical period. Aided by the surging demand for nutrition-enriched food products and the diversification in the application of food fortification premixes across European industries, the market is expected to grow significantly by 2032.

Food fortification premixes are meticulously crafted blends, comprising essential vitamins, minerals, and other nutritional ingredients, designed to amplify the nutritional profile of foods. In the European context, these premixes hold paramount importance. Europe, being a frontrunner in global health and wellness trends, recognises the pertinence of these nutrient blends in addressing dietary deficiencies and advancing public health.

The Europe food fortification premix market outlook is influenced by the increasing inclination towards health-centric foods. With staples such as bread, cereals, and dairy products being the primary diet of many Europeans, the infusion of these items with fortification premixes is gaining momentum, ensuring a holistic nutrient intake across demographics.

Moreover, Europe's escalating fitness wave is further reinforcing the Europe food fortification premix market demand. As Europeans increasingly embrace fitness regimes and sports, the demand for fortified supplements and energy drinks is skyrocketing. Athletes, sports enthusiasts, and the general public are progressively opting for products fortified with essential nutrients to cater to their heightened nutritional requirements and enhance performance.

According to the Europe food fortification premix market analysis, the versatility of food fortification premixes transcends the boundaries of the food and beverage sector. In the pharmaceutical domain, these premixes find applications in creating fortified medicinal preparations, catering especially to vulnerable demographics such as children, pregnant women, and the elderly. Furthermore, the European cosmetics sector, always on the quest for innovation, is harnessing the benefits of these premixes. By integrating essential nutrients into skincare and haircare products, brands aim to offer products that are not only beauty-enhancing but also health-promoting.

However, Europe's stringent regulatory landscape ensures that the fortification process remains under scrutiny. Ensuring that foods are fortified adequately, preventing nutrient deficiencies without leading to excessive intake, remains a challenge for manufacturers. Besides, the pressing need for consumer education regarding the benefits of fortified foods is vital for Europe food

fortification premix market growth.

Another significant aspect bolstering the European food fortification premix market is the region's emphasis on plant-based and dairy-free alternatives. With veganism and vegetarianism trends soaring in countries like the UK, Germany, and Sweden, there's an intensifying demand for fortified plant-based products. Food fortification premixes play an indispensable role in ensuring these plant-based alternatives are as nutrient-rich as their traditional counterparts, if not more.

Market Segmentation

The market can be divided based on type, form, and application.

Market Breakup by Type

- -□Vitamin Premix
- Mineral Premix
- -∏Vitamin and Mineral Premix
- -∏Others

Market Breakup by Form

- -□Powder
- -□Liquid

Market Breakup by Application

- Sports Nutrition and Dietary Supplements
- Infant and Early Nutrition
- -□Processed Foods
- -∏Beverages
- -□Food Staples
- Home Fortification

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Europe food fortification premix market. Some of the major players explored in the report by Expert Market Research are as follows:

- DSM Nutritional Products AG
- -□Glanbia plc
- -∏SternVitamin GmbH & Co. KG
- -∏Vitablend Nederland B.V.
- Prinova Group LLC
- -∏Corbion NV
- -□Prinova Group LLC
- -∏Barentz International BV
- Others

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