

Global Bioactive Ingredients - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Global Bioactive Ingredients Market size is estimated at USD 147.64 billion in 2024, and is expected to reach USD 221.03 billion by 2029, growing at a CAGR of 8.40% during the forecast period (2024-2029).

Key Highlights

- Over recent years, consumers have increasingly become concerned about the quality of ingredients used in foods and beverages. In addition, the growing prevalence of risk factors, such as obesity, diabetes, stress, and high blood pressure, has increased awareness about the need for a healthy diet to stay fit. These factors encourage vendors to introduce innovative products with high nutritional value, thereby fueling the market growth of bio ingredients.
- The consumer demand for functional food is also increasing worldwide owing to consumers' changing lifestyles. Due to this, ingredients like probiotics, vitamins, minerals, and plant extracts are added to the food to increase its functionality and benefits. For instance, in January 2022, BASF launched Peptovitae, a series of four patented peptides developed by partnering with Korea-based biomimetic peptide R&D company Caregen.
- Apart from the growing adoption of health and wellness food products, the shift in demand from synthetic to natural beta-carotene and the increasing adoption of organic and natural ingredients, followed by ongoing veganism, are other major factors that will boost the market growth over the medium term. Thus, the key market players are actively adopting various strategies to penetrate the plant extract segment, as it is perceived to be a promising market in the future.
- For instance, in May 2022, Leaven Essentials, an India-based start-up, launched herbal and botanical extracts for nutraceuticals, food and beverages, and the pharmaceutical sector. The plant extracts include curcumin, ashwagandha, Boswellia, and green tea. Over the long term, the demand for bioactive ingredients will increase due to the increasing demand for nutraceuticals and functional food.

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Bioactive Ingredients Market Trends

Rising Healthcare Expenditure

- Chronic diseases like obesity, diabetes, hypertension, cardiovascular diseases, and other diseases are increasing worldwide due to changing environments, changing food preferences, and increased consumption of processed food. Consumers are becoming more aware of such problems and are willing to pay for preventive healthcare products. Due to rising disposable income and an increased working population, consumers are willing to pay for dietary supplements to help their regular diet.
- Dietary supplements like vitamins, minerals, omega, and probiotic supplements are in demand worldwide due to their health benefits. Due to this, the bioactive ingredients market is growing. The market players are launching new and innovative ingredients to use in dietary supplements, due to which its demand among market players is increasing.
- In September 2022, The FrieslandCampina company launched Biotis GOS-OP High Purity in the Asia-Pacific region (APAC). Using the company's high-level galactooligosaccharides (GOS) ingredient, it hopes to fill the market gap and fuel supplement innovation relating to prebiotics.

Asia Pacific is the Fastest Growing Market

- Several old-age populations are present in countries like China, Japan, and others. Because of this, the demand for dietary supplements is increasing in the region. According to World Bank data from 2021, 30% population of Japan is age 65 or above. Demand for dietary ingredients in the region is increasing due to dietary preferences changes.
- Additionally, in India and Australia, the demand for protein supplements is increasing as consumers become more fitness conscious. Consumers are opting to join gyms and fitness centers. Protein supplements provide good pre and postworkout nutrients. Because of this, the demand for protein ingredients is growing in the region.
- Additionally, due to the increasing trend of vegan food and supplements, the market players are launching plant extracts to use in supplements. For instance, in February 2021, Manipal Natural Private Limited launched a new nutraceutical and herbal extracts manufacturing facility in Bangalore, India.

Bioactive Ingredients Industry Overview

The bioactive Ingredients market is fragmented, with regional and global market players dominating the market. Some prominent players in the market are Archer Daniels Midland Company, BASF SE, DuPont de Nemours Inc., Koninklijke DSM NV, and Chr. Hansen Holding A/S. The market players are engaging in mergers and acquisitions to strengthen their portfolios. For instance, in November 2022, Cargill Incorporated formed an acquisition with Owensboro Grain Company. The purpose of this acquisition was to launch Owensboro Grain company's integrated soy processing facility, protein ingredients, and other products in North America Market.

Additional Benefits:

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

Table of Contents:

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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

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 Ingredient Type

5.1.1 Probiotics and Prebiotics

5.1.2 Omega-3 Fatty Acids

5.1.3 Vitamins

5.1.3.1 Vitamin A

5.1.3.2 Vitamin B

5.1.3.3 Vitamin C

5.1.3.4 Others

5.1.4 Carotenoids

5.1.5 Plant Extracts

5.1.6 Minerals

5.1.7 Amino Acids, Proteins, and Peptides

5.2 Application

5.2.1 Food and Beverages

5.2.2 Dietary Supplements

5.2.3 Animal Nutrition

5.2.4 Personal and Beauty Care

5.2.5 Pharmaceutical

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 Spain

5.3.2.2 United Kingdom

5.3.2.3 Germany

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- 5.3.2.4 France
- 5.3.2.5 Italy
- 5.3.2.6 Rest of Europe
- 5.3.3 Asia Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 Australia
 - 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 & Africa
 - 5.3.5.1 South Africa
 - 5.3.5.2 Saudi Arabia
 - 5.3.5.3 Rest of Middle East & Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 Archer Daniels Midland Company
 - 6.3.2 DuPont de Nemours Inc.
 - 6.3.3 Kerry Group
 - 6.3.4 Ingredion Incorporated
 - 6.3.5 BASF SE
 - 6.3.6 Cargill Incorporated
 - 6.3.7 Koninklijke DSM NV
 - 6.3.8 Royal FrieslandCampina N.V.
 - 6.3.9 Chr. Hansen Holding A/S
 - 6.3.10 Advanced Enzyme Technologies
 - 6.3.11 Neptune Wellness Solutions

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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