

Beta-Glucan Market by Category (Soluble, Insoluble), Source (Cereal & Grains, Mushroom, Yeast, Seaweed), Application (Food & Beverage, Dietary Supplement, Personal Care, Cosmetics, Pharmaceutical, Animal Feed), Type and Region - Global Forecast to 2029

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Report description:

The beta-glucan market is on a trajectory to witness substantial growth, with its value expected to soar from USD 542 million in 2024 to an estimated USD 800 million by 2029. This expansion represents a healthy CAGR of 8.1% throughout the projected period. Several key factors are fueling this upward trend, there is a growing consumer preference for natural and clean-label additives in food and beverages. As people become more health-conscious, there's an increasing demand for products that are perceived as natural and wholesome. Beta-glucan, which is a soluble fiber found in various sources such as oats, barley, and mushrooms, fits into this trend perfectly. It not only acts as a natural additive but also offers functional benefits, making it attractive for use in a wide range of food and beverage products.

There is a rising awareness and adoption of high-fiber diets among consumers. High-fiber diets are known to offer a myriad of health benefits, including improved digestive health, better weight management, and reduced risk of chronic diseases like heart disease and diabetes. Beta-glucan, being a soluble fiber, has been shown to help lower cholesterol levels and improve heart health, making it a sought-after ingredient for health-conscious consumers.

"The segment cereals & grains is expected to account for the largest share in 2024."

Cereals and grains are recognized for their elevated levels of beta-glucan compared to many other food types. Notably, oats and barley are particularly rich in beta-glucan, with oats standing out as one of the most abundant dietary sources. The beta-glucans found in cereals and grains are usually of the mixed-linkage variety, which has demonstrated beneficial health effects, including immune-modulating and cholesterol-reducing properties. Due to their high beta-glucan content, cereals and grains are sought-after sources for obtaining this advantageous compound. Beneo's recent launch of Orafit[®]-Fit in July 2023, a barley

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beta-glucans ingredient, exemplifies the industry's response to increasing awareness of beta-glucans and their health benefits. This innovative product not only offers significant health advantages like improving heart health and blood sugar management but also provides food manufacturers with an appealing ingredient for creating nutritional products. Beneo's introduction of Orafit[®]-Fit is part of a broader trend where companies are actively meeting the rising demand for beta-glucans by developing and launching new products. Such initiatives demonstrate the industry's commitment to connecting nutrition and health, addressing consumer needs for functional and health-promoting food options.

"The soluble beta-glucan segment is projected to dominate the market in the category segment during the forecast period."

Soluble beta-glucan, a form of soluble fiber present in foods like oats, barley, and mushrooms, offers a range of health advantages. These include lowering cholesterol, enhancing immune response, and potentially decreasing the likelihood of certain cancers.

The surging interest in soluble beta-glucan is fueled by an expanding body of research highlighting its health-promoting properties. A 2020 study featured in *Nutrients* found that incorporating beta-glucan from sources like oats and barley into one's diet can lead to reductions in both total and LDL cholesterol, key indicators of heart disease risk. Furthermore, the study suggested additional cardiovascular benefits associated with beta-glucan, such as diminishing inflammation and boosting endothelial function.

"Changes in dietary choices have positioned North America as a dominating region in the beta-glucan market."

The North American beta-glucan market is experiencing robust growth, driven by its multifaceted applications across various products and the associated health benefits. Leading market players, including Cargill (US), Millipore Sigma (Germany), and Lesaffre (France), are leveraging technological innovations to expand beta-glucan's use in the food and beverage industry, serving as thickening agents, fat substitutes, dietary fiber, and hypocholesterolemic agents. These advancements are anticipated to fuel market growth in the region.

In the US, consumer trends are shifting towards calorie-conscious choices, leading to a preference for low-calorie and low-fat food options. This change is not only influenced by a general health consciousness but also by the rising prevalence of obesity and cardiovascular diseases. Data from the CDC and the National Health and Nutrition Examination Survey (2021-2022) indicates that the obesity rate among adults in the US has surged to 42.4% between 2020 and 2021.

Furthermore, the escalating number of diabetes cases is reshaping dietary habits, with consumers increasingly seeking natural and low-calorie ingredients to manage their health. Given the significant diabetes prevalence in the US, where 38.4 million people, or 11.6% of the population, have diabetes and an additional 97.6 million adults have prediabetes, there is a growing demand for functional food ingredients like beta-glucan. Beta-glucan's potential benefits in managing blood sugar levels make it a particularly attractive option for diabetes patients and those at risk of developing the condition. As such, the changing dietary habits driven by the diabetes epidemic are expected to further propel the growth of the beta-glucan market in North America.

The break-up of the profile of primary participants in the beta-glucan market:

- By Company Type: Tier 1 - 25%, Tier 2 - 45%, and Tier 3 - 30%
- By Designation: CXO's - 20%, Managers - 50%, Executives- 30%
- By Region: North America - 25%, Europe - 20%, Asia Pacific - 30%, South America - 15% and Rest of the World -10%

Prominent companies Tate & Lyle PLC (London), Kerry Group PLC (Ireland), DSM Firmenich (Switzerland), Merck (US), Kemin Industries (US), Alltech (US), AngelYeast Co., Ltd (China), Lallemand Inc. (Canada), Leiber (Germany), Lesaffre (France) Associated British Foods Plc (UK), Biorigin (Brazil), Ceapro Inc. (Canada), Specialty Biotech Co., Ltd. (US), Alltech (US), Garuda International Inc. (US), and Leiber (Germany).

Other players include VW-Ingredients (Netherlands), Super Beta Glucan(US), GlycaNova AS (Norway), NutriScience Innovations, LLC (US), Algalif Iceland hf. (Iceland), ABAC R&D (Switzerland), Natural Biologics (New Zealand), BENEIO (Germany), L&P Food Ingredient Co., Ltd. (China), Beta Bio Technology sp. z o. o (Poland).

Research Coverage:

This research report categorizes the beta-glucan market by Source (Grains & Cereals, Mushrooms, Yeast, and Seaweed), Category (Soluble and Insoluble), Application (Food & Beverage, Personal Care, Pharmaceutical, Dietary Supplement and Animal Feed), Type ({1,3} beta-glucan, {1,4} beta-glucan, {1,6} beta-glucan) and region (North America, Europe, Asia Pacific, South America, and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers,

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restraints, challenges, and opportunities, influencing the growth of the beta-glucan market. A detailed analysis of the key industry players has been done to provide insights into their business overview, key strategies, contracts, partnerships & agreements, new product launches, mergers & acquisitions, and recent developments associated with the beta-glucan market. Competitive analysis of upcoming startups in the de-oiled lecithin market ecosystem is covered in this report.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall beta-glucan market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

-□Analysis of key drivers (Increase in application of beta glucan in different industries), restraints (Inconsistency in regulatory norms governing beta-glucan), opportunities (Untapped beta-glucan applications), and challenges (Lack of consumer awareness) influencing the growth of the beta-glucan market.

-□Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the beta-glucan market.

-□Market Development: Comprehensive information about lucrative markets - the report analyses the beta-glucan market across varied regions.

-□Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the beta-glucan market.

-□Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Tate & Lyle PLC (England), Kerry Group PLC (Ireland), dsm-Firmenich (Switzerland), Merck (Germany), among others in the beta-glucan market strategies. The report also helps stakeholders understand the beta-glucan market and provides them information on key market drivers, restraints, challenges, and opportunities.

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Beta-Glucan Market by Category (Soluble, Insoluble), Source (Cereal & Grains, Mushroom, Yeast, Seaweed), Application (Food & Beverage, Dietary Supplement, Personal Care, Cosmetics, Pharmaceutical, Animal Feed), Type and Region - Global Forecast to 2029

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