

**Malic Acid Downstream Potential Market Assessment, By Form [Liquid, Powdered, Granular], By Grades [Food Grade, Technical Grade, Pharmaceutical Grade, Others], By Application [Confectionery and Fruit Preparation, Beverage, Condiments and Fruit Preserves, Pharmaceutical, Personal Care and Cosmetics, Others], By Region, Opportunities and Forecast, 2017-2031F**

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**Report description:**

Global malic acid downstream potential market is projected to witness a CAGR of 4.01% during the forecast period 2024-2031, growing from USD 326.78 million in 2023 to USD 447.57 million in 2031. The market is growing at a considerable rate, owing to the growing demand in the food and beverage sector, where it is used as an acidulant and a flavor enhancer. The rising preference of consumers towards processed and convenience foods act as the major demand driver, particularly in areas where increasingly busy lifestyles and urbanization spur a shift toward ready-to-eat meals, snacks, and beverages.

Malic acid, due to its extraordinary ability to improve flavor profiles, impart a tart taste, and serve as a preservative vital in the preparation of fruit-flavored drinks, confectionery products, and bakery items. The demand for malic acid is impelled in the food industry by the continuous consumer demand for food products with an extended shelf life and uniform quality. Thus, it is used to a great extent as a preservative. Its application in enhancing the texture of food products without interfering with taste has sealed its position as a preferred food additive.

Trend Toward Organic Ingredients is Expected to Boost Market Growth

With increasing consumer awareness of ingredients included in food and beverages, the manufacturers respond by reformulating products to include natural additives. This clean-label trend is majorly seen in developed markets of North America and Europe, with transparency in food labeling and demand for organic products. The key drivers of purchase decisions have been food manufacturers' openness toward increasingly adopting malic acid in their formulations. It, therefore, will drive the steady growth of the global malic acid market. For instance, large beverage, candy, and bakery manufacturers are replacing conventional acids

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with malic acid to achieve either a sour or sweet taste without adding artificial chemicals. It is added to fruit-flavored beverages to balance the degree of sweetness and tang, so it tastes more like real fruit, making it popular among consumers. As malic acid is a clean-label ingredient, it appeals to consumer preferences for transparency in sourcing ingredients. Thus, increasing the demand for organics and natural ingredients increases the use of malic acid in food production as a preferred alternative to synthetic acids.

Ferrero Group recently announced a strong financial performance, with a consolidated turnover of around USD 18.77 billion (Euro 17 billion) in 2023. This represents a 20.7% growth from 2022, with a turnover of around USD 15.45 billion (Euro 14 billion). The growth trend indicates a number of underlying market trends, including the global demand for premium confectionery. Ferrero's portfolio of premium products, such as Nutella, Ferrero Rocher, and Kinder brands, continues to drive consumer demand globally. This strategic focus on increased premiumization in the confectionery sector contributes to a strategic brand emphasis on superior ingredient quality and driving innovation.

#### Pharmaceutical and Personal Care Industries to Create Demand for the Global Malic Acid Market

Malic acid is used in pharmaceuticals as an excipient in oral medications, where it improves the bioavailability of active ingredients and increases the stability of pharmaceutical formulations. One reason for its popularity among drug manufacturers is that it enhances drug delivery systems and is easy to incorporate into the production of tablets and capsules. Further, malic acid shows great potential, including personal care and cosmetics. It is because of its exfoliating and moisturizing properties, that it has become a common component of skin care products to enhance skin texture. With increasing scrutiny, consumers are looking for functional and safe beauty products. Therefore, malic acid gained wide recognition as a favored ingredient in numerous personal care formulations.

Rising uses of anti-aging and exfoliating products, with increased awareness among consumers about alpha hydroxy acids (AHAs), is expected to create demand for the malic acid market in the forecast period. Major skincare brands, such as L'Oreal and Estee Lauder, are using malic acid in their premium products and are marketing it due to its mild exfoliating and hydration capabilities. Malic acid is appealing in these products as it revitalizes the skin without causing irritation, meeting the market's demand for effective yet gentle skincare solutions.

In March 2022, L'Oreal partnered with Unilever Plc, Kao Corporation, and Genomatica for the development of bio-based sustainable ingredients for beauty products. This partnership highlights the need that exists for traceable and resilient materials at scale. The commitment by L'Oreal adds to Genomatica's objective of reducing global carbon emissions by over 100 million tons in the forecast years. It will incorporate new bio-based ingredients in the product line of L'Oreal in accordance with its L'Oreal for the Future sustainability program of ensuring 100% of formulas are eco-designed and will use 95% green ingredients by 2030. This initiative is bound to boost the malic acid market by driving the demand for sustainable alternatives in cosmetics.

#### Food and Beverage Industry to Dominate the Global Market Share

Food and beverage industry contributes to the largest share of the global malic acid downstream potential market, owing to its wide applications in processed foods, beverages, and confectionery. One of the most significant driving factors is the heightened demand from consumers for flavored beverages, including soft drinks, energy drinks, and fruit juices that contain malic acid. Additionally, a major use of malic acid is in confectionery, mainly in candies and gummies, to provide a sour taste to these products, which has become more popular among consumers. Besides, a strong growth in preferences among young populations for sour-flavored snacks and sweets further accelerates the market demand. In the bakery industry, it helps to balance the pH and gives an improved texture to the bakery foodstuffs, making it a vital additive to bread, pastries, and cakes. With the rising global consumption of processed and packaged foods, the food and beverages industry will retain its position, contributing to the largest market share.

According to FoodDrinkEurope's Data & Trends 2023, a food and drinks association report, the food and beverages sector recorded profits through added value amounting to 253 million USD in Europe. National Accounts from Eurostat indicate the industry adds 1.9% to the European economy. Thus, it reflects one sector with significant economic impact attributed to robust demand, innovation, and adaptation to regulatory frameworks for food production and distribution in the region. This is because the industry will directly respond to the fast-shifting preferences that the consumers go through in Europe and subsequently expand in terms of profitability and global competitiveness.

Asia-Pacific is the Leading Market for Malic Acid Downstream Potential Market

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Asia-Pacific maintains a dominant position in terms of production and consumption in the market. Its leading status can be attributed to various factors, such as rapid population growth, urbanization, and an increase in disposable income, which have consequently heightened the demand for processed foods and beverages. In Asia-Pacific, the market is growing due to major contributors such as China, India, and Japan. China ranks first in production and consumption, owing to its large food processing industry and the presence of several key manufacturers of malic acid.

In China, the rise of middle-class population and shifts in dietary preferences toward increased variety and convenience have fueled the demand for food additives. Malic acid has become an important raw material in the manufacturing of fruit juices and carbonated beverages in the beverage industry. Furthermore, the pharmaceutical and personal care industries in China are growing rapidly, further increasing the demand for malic acid from these sectors, contributing to the growth of the market. Another major country is India, where similar market trends are being witnessed. The fast-growing food and beverage sector, combined with increasing health awareness, is driving demand for malic acid as a natural acidulant and flavoring agent. Additionally, the growth of e-commerce and the rising penetration of international food and beverage brands in India are contributing to the substantial use of malic acids in various formulations.

Asia-Pacific benefits from favorable government regulations related to the manufacturing of food additives and chemicals, including malic acid. Investments in food processing and the growing presence of multinational companies further boost market growth. With rising urbanization and industrialization, coupled with an expanding middle class, the processed food industry continues to dominate the market over the projected period.

#### Future Market Scenario (2024 – 2031F)

□□The outlook for malic acid in pharmaceutical and personal care is poised for high growth potential, led by changing consumer preferences and the trends of these industries toward natural and sustainable ingredients.

□□Companies operating in the food and beverage industries are looking for ingredients that meet strict regulatory requirements and provide multifunctional properties. This places malic acid at the forefront of the shift as businesses adapt to consumer preferences.

□□Malic acid is gaining interest as a pharmaceutical excipient due to its ability to enhance the solubility and stability of various active pharmaceutical ingredients. This functionality is crucial in developing new drug delivery systems that aim for improved bioavailability and more patient-friendly formulations.

□□With global players in the pharmaceutical industry, such as GlaxoSmithKline and Pfizer, investing in patient-centric formulations, where excipients like malic acid assume a major role in rendering drugs more acceptable and easier to consume, this market is poised to see remarkable growth in the forecast years.

#### Key Players Landscape and Outlook

The market is driven by continuous innovations from companies aimed at enhancing product quality and output, ensuring efficient production processes, and addressing environmental concerns. Key players in the malic acid market are placing significant focus on sustainability, efficient supply chains, and strict adherence to environmental regulations, which represent future trends in the industry. New production techniques and strategic partnerships are evolving the competitive landscape within this emerging market.

In 2023, Anhui Huaheng Biotechnology Co., Ltd. proposed to fund a project, which is expected to yield an annual output of 50,000 tons of malic acid. The project, with a USD 98.50 million investment will be located at Anhui Huaheng Fine Chemical Industrial Park. The project aligns with Anhui Huaheng's plans to expand production capacity and strengthen its competitive edge in the biochemical sector while promoting local economic development.

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\*All segments will be provided for all regions and countries covered

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

18. Strategic Recommendations

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