

Apple Cider Vinegar - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Apple Cider Vinegar Market is expected to register a CAGR of 8.57% during the forecast period.

Apple cider vinegar has anti-microbial properties, which help improve glucose and insulin levels, reduce weight and body fat, and lower calorie amounts. Thus, the increased awareness among individuals about the potential health benefits of consuming apple cider vinegar fuels the market growth. Apple cider vinegar is now being introduced in the form of vegetarian capsules, gummies, and powder forms, which are gaining immense popularity worldwide. For instance, Vermont Village offers RTD apple cider vinegar shots in single-serving packets. Therefore, the availability of apple cider vinegar in convenient packaging formats propels the market growth. Prominent manufacturers are introducing products with specific labeling claims, such as non-GMO, gluten-free, organic, and vegan, further boosting the market growth. For instance, Nature's Truth offers vegan apple cider vinegar capsules with plant-based herbal ingredients. The company also claims that the vegetarian capsules are vegan-friendly, gluten-free, non-GMO, and without artificial flavors or sweeteners.

Apple Cider Vinegar Market Trends

Functional Benefits Associated With Apple Cider Vinegar

The research published in Cleveland Clinic reveals that apple cider vinegar contains acetic acid (that kills harmful bacteria), natural probiotics (that improve immune system and gut health), and antioxidants (that prevent damage to body cells). One of the most significant properties of apple cider vinegar is that it lowers blood sugar and manages diabetes. Diabetes is a growing global burden across the world. The Diabetes Atlas published by the International Diabetes Federation in 2021 stated that nearly 10.5% of the adult population aged between 20 and 79 years has diabetes and projects that by 2045, one in eight adults, almost 783

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million people, will be living with diabetes, which is an increase of 46%. The World Obesity Atlas published by the World Obesity Federation in the year 2022 predicts that nearly 1 billion people across the globe, including one in five women and one in seven men, will be living with obesity by 2030. The rise in obesity and overweight cases globally will likely support the market growth during the forecast period. The consumption of apple cider vinegar promotes weight loss as the acetic acid in it helps burn more fat and change body appetite-stimulating hormones.

North America holds the Largest Market Share

The economy of Canada has experienced relatively stable growth in output, income, and household spending, alongside escalating demand for health- and wellness-promoting products. Apple cider vinegar has been perceived as a natural and healthy product that aligns with the growing health and wellness trend. Consumers believe it has various health benefits, such as aiding digestion and weight management.

As per the National Diabetes Statistics Report, 2022, nearly 11.3% or 37.3 million people in the United States had diabetes, and approximately 96 million US adults had prediabetes. Thus, the rising cases of diabetes across the United States are likely to support the growth and consumption of apple cider vinegar, which helps with blood sugar control.

In addition, expanding organic and natural food demand supports the market growth. Demand for organic products, including apple cider vinegar, is rising. Organic and raw apple cider vinegar is made from organic apples and is unfiltered and unpasteurized, which means it retains more beneficial enzymes and nutrients. To capitalize on this trend, manufacturers are expanding their product portfolio by offering organic apple cider vinegar. For example, Bragg offers Certified Bragg Organic Raw Apple Cider Vinegar, which is unfiltered, unheated, unpasteurized, and has 5% acidity.

Apple Cider Vinegar Industry Overview

The market is highly fragmented, with the strong presence of various global and regional key players. The companies leading the market presently strive to develop products that can be as versatile as possible. The major players such as Carl Kuhne KG, The Kraft Heinz Company, White House Foods, Swander Pace Capital LLC (Bragg), and Molson Coors Beverage Company introduce various free-from kinds of apple cider vinegar at a large scale to expand their market share. Market players also focus on acquiring small-scale companies and developing their product offerings, primarily to strengthen their positions in the market.

Additional Benefits:

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

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