

## **Brazil Malic Acid Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

Market Report | 2025-06-28 | 108 pages | EMR Inc.

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### **Report description:**

The Brazil malic acid market size is projected to grow at a CAGR of 4.10% between 2025 and 2034, aided by the increasing demand for natural ingredients in food products.

#### **Brazil Malic Acid Market Growth**

Fibromyalgia affects nearly 2% of Brazil's population. It is a chronic disorder that leads to widespread musculoskeletal pain, apart from fatigue and cognitive difficulties. Since Brazil's female population has surged to 50.9% from 50.1% over 50 years, there is an increasing need for medications that improve muscle performance, reduce pain, and facilitate energy production within the body. Medicines formulated with malic acid are expected to play a critical role in preventing and tackling the incidence of such diseases.

Brazil is the world's largest orange juice producer and exports 75% of its domestic production. In 2022-23, it exported nearly 1.04 MMT of frozen concentrated orange juice. The European Union is a leading export destination for Brazil's orange juice and accounted for nearly 70% of its exports. The overall demand for orange juice surged by 26,622 MMT in foreign countries, reaching 388.022 MMT. This can be attributed to the increased demand for NFC orange juice. From July to October 2022, orange juice exports to the United States recorded a year-on-year growth of 60%, reaching 112,432 MT. In 2021-2022, NFC exports of orange juice surged by 15% year-on-year, indicating the presence of substantial demand from the US market. Since malic acid is extensively used as an acidity regulator in orange juice production, its demand is expected to drive Brazil malic acid market expansion.

#### **Key Trends and Developments**

Rising demand for cosmetic products; shift towards veganism; increasing awareness of oral health; and the growing consumption of dietary supplements are factors impacting the Brazil malic acid market growth

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Merck established a new distribution centre for its life science products in Brazil with an investment of EUR 20 million. It features technological equipments and laboratories, administrative rooms, and ergonomic employee workstations. Since Sao Paulo accounts for nearly 60% of its life science product demand, this facility is expected to improve delivery times and enhance consumer satisfaction.

September 9, 2024

The Brazilian government introduced new changes to the domestic regulatory framework governing food safety and quality. Under the new guidelines, new companies introducing intermediate-risk products including dietary supplements, weight-management foods, and infant cereals into the market are required to only issue a single notification to Anvisa (Brazil's National Health Surveillance Agency) without undertaking company registration. This is expected to accelerate market entry and boost the Brazil malic acid market development.

Rising industrial demand

Malic acid is extensively used in metal finishing and cleaning in the form of a chelating agent. It is also used to manufacture electronic cleaner formulations.

Rising demand for cosmetic products

Malic acid is used in cosmetic products for its smoothening, brightening, and exfoliating properties. As the cosmetic industry grows, the Brazil malic acid market value will also increase.

Shift towards veganism

The increasing appeal for plant-based diet and cruelty-free products among people is expected to raise the demand for malic acid.

Increasing awareness of oral health

This has accelerated the demand for malic acid-based products, as it stimulates the production of saliva production, which prevents dry mouth and facilitates the maintenance of oral hygiene.

Growing consumption of dietary supplements

Malic acid catalyses the Krebs cycle within the human body, which facilitates energy production. This makes it ideal for making dietary supplements, thereby driving market growth.

Brazil Malic Acid Market Trends

Malic acid is used in developing personal care products for sensitive skin, since it's gentler than other alpha-hydroxy acids (AHA) such as glycolic acid. It maintains the pH balance of different cosmetic formulations, thereby enhancing its safety and efficacy of application. Regular use of moisturisers enriched with malic acid can significantly improve skin texture, fade discolouration, and promote cell turnover, which can prevent the appearance of wrinkles. This is expected to drive its demand over the forecast period.

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## Brazil Malic Acid Industry Segmentation

The EMR's report titled "Brazil Malic Acid Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

### Market Breakup by Product

- D- Malic Acid
- L- Malic Acid
- DL-Malic Acid
- Others

### Market Breakup by End User

- Food and Beverages
- Personal Care and Cosmetics
- Pharmaceuticals
- Others

### Market Breakup by Region

- Sao Paulo
- Minas Gerais
- Rio de Janeiro
- Bahia
- Rio Grande do Sul

### Brazil Malic Acid Market Share

Based on region, the market is segmented into Sao Paulo, Minas Gerais, Rio de Janeiro, Bahia, and Rio Grande do Sul. Minas Gerais is projected to dominate the market, representing 21% of the overall market share. Over the forecast period, Sao Paulo is expected to grow at a CAGR of 4.7%, as the demand for malic acid enriched personal care products soars.

### Leading Companies in the Brazil Malic Acid Market

Major players are capitalising on the increasing applications of malic acid, such as in the production of electronics' cleaning products, pharmaceuticals, and skin care products. This is also driving Brazil malic acid market share.

#### Enologica Vason S.p.A

Enologica Vason S.p.A is a family-owned company based in Verona, Italy. Founded in 1981, it offers biotechnologies, adjuvants, clarifying agents, stabilisers, and natural preservatives. The company also collaborates with universities and research institutes to enhance its offerings.

#### POLYNT SPA

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POLYNT SPA is a global manufacturer of speciality chemicals with its headquarters located in Scanzorosciate, Italy. Established in 1958, POLYNT specialises in producing resins and other chemical products for coatings, adhesives, and composites industries.

Merck KGaA

Merck KGaA, based in Darmstadt, Germany is a leading science and technology company founded in 1668. It operates across three main sectors: healthcare, life science, and performance materials. It is renowned for developing innovative medicines and high-tech materials.

More Insights On

Malic Acid Market

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