

Global Sodium Benzoate Market Assessment, By Form [Powder, Granule, Others], By Application [Food and Feed Preservation, Stabilizers, Plasticizers, Coatings Additives, Chemical Intermediates, Others], By End-user Industry [Food and Beverage, Animal Nutrition, Healthcare and Pharmaceuticals, Cosmetics and Personal Care, Others], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global sodium benzoate market is projected to witness a CAGR of 5.42% during the forecast period 2025-2032, growing from USD 653.34 million in 2025 to USD 996.61 million in 2032. The rising focus on food preservatives and increasing demand in the chemical industry is growing sodium benzoate consumption. Sodium benzoate is widely used in various applications which propel the growth. It is used in various applications such as preserving food, beverages, pharmaceuticals and personal care products due to antimicrobial properties. Sodium benzoate is crucial for extending the shelf life of these products, preventing microbial spoilage (mold, yeast, and some bacteria).

The booming beverage industry, including carbonated drinks, energy drinks and flavored waters, heavily relies on the sodium benzoate to maintain the product quality. Furthermore, it is used as a preservative in liquid pharmaceuticals formulations like syrups, suspensions and in some ointments. For instance, in January 2023, the Hebei Kangshi production plant, located in Hebei province, China commenced production. This plant is designed to produce toluene oxidation derivative products, including industrial-grade benzoic acid and sodium benzoate.

Rising Focus on Safety Drives Demand for Sodium Benzoate

The increased interest in food preservatives and increasing demand within the chemical market is increasing the consumption of sodium benzoate. It is being utilized on a large scale in various applications such as preservative food, drinks, pharmaceuticals and personal care products due to antimicrobial property. Sodium benzoate is an important agent in the extension of the shelf life of these products, preventing microbial spoilage (mold, yeast, and some bacteria). The success of the soft drink business, the

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energy drink and flavor water businesses largely rely on the sodium benzoate to maintain the quality of the product. Apart from this, it is a preservative in liquid drug formulations of pharmaceuticals like suspensions and syrups and even ointments. As the food and beverage industry is expanding, the demand for Sodium benzoate will also increase. For instance, in April 2025, Reliance Consumer Products Ltd. (RCPL) announced plans to open a new bottling plant in Bihar, India, with an investment of approximately around USD 120 million. This facility, being set up on 35 acres of land, will integrate both bottling and manufacturing operations. Stringent regulatory norms and regulatory compliance to meet the quality standards are necessary. With the rising focus to ensure the safety standard, the importance of reliable preservatives is underlined. Thus, the demand for sodium benzoate is expected to rise in the upcoming years.

Innovative Sustainable Production Methods Propel Sodium Benzoate Market Growth

With the increasing technological innovations, sustainable production methods are developed which are driving the demand of sodium benzoate market. With the rising focus on the environmental policies and sustainable goal towards the green initiatives it is used as an advancement in recycling and reuse of sodium benzoate from water stream which will reduce the raw material consumption and minimize the environmental impact. With the advance technologies, low production cost in manufacturing can be achieved and it will increase the adoption of this technology.

Additionally, sustainable production methods, such as green chemistry and energy-efficient manufacturing processes, are gaining traction. These approaches reduce carbon emissions, waste generation, and reliance on non-renewable resources, enhancing the eco-friendliness of sodium benzoate production. Companies adopting these practices are better positioned to meet stringent environmental regulations and cater to the growing demand for sustainable products.

Together, these innovations are driving market growth by improving efficiency, reducing costs, and appealing to environmentally conscious consumers, ensuring the sodium benzoate market remains competitive and forward-thinking.

Dominance of Food and Feed Preservation Application in the Market

Food preservatives dominate in the application of the global sodium benzoate market. The core function of sodium benzoate is to prevent the growth of bacteria, yeast and fungi. Also, sodium benzoate is effective in acidic foods such as fruit juices, jams, pickles and carbonated soft drinks. With inhibiting the growth of bacteria, it further increases the shelf life of the perishable product. This allows longer storage, wider distribution and reduces loss of spoilage. The growing demand of consumers for processed and packed foods increases the demand of sodium benzoate, which proves to be vital for these products. Additionally, it is compatible with various food categories, which make it a preferable choice for the manufactures. However, increasing consumer awareness about synthetic additives and the rise of clean-label trends pose challenges to its growth. Despite this, sodium benzoate remains a key player in the food preservatives segment due to its proven safety and regulatory approval in major markets worldwide.

Asia-Pacific to Witness Highest Growth Rate

Asia-Pacific dominates the sodium benzoate market. The market is booming with the rapid urbanization and growth in the food industry. Countries such as China, India and Japan are contributing the growth of sodium benzoate market. With the rising focus on prepacked foods, ready-to-eat meals are driving the growth of sodium benzoate in the Asia-Pacific region. Furthermore, the booming pharmaceuticals sector across Asia-Pacific region will substantially boost the demand. The fast-food industry is further bolstering in this region which in turn increase the consumption of sodium benzoate.

For instance, in May 2024, Kluber Lubrication announced an investment of USD 17.4 million to expand its plant in Mysore, India. The products that will be manufactured in the plant will require the sodium benzoate.

Future Market Scenario (2025 - 2032F)

-□ Global sodium benzoate market is expected to witness steady growth due to its widespread use as a preservative in the food and beverage industry. Increasing demand for packaged and processed foods, driven by urbanization and changing consumer lifestyles, will fuel this growth. The compound's effectiveness in preventing microbial growth makes it a key ingredient in products like sauces, soft drinks, and ready-to-eat meals.

-□ Sodium benzoate's role as a preservative in pharmaceuticals and personal care products is anticipated to expand. With rising healthcare awareness and the growth of the pharmaceutical sector, especially in emerging economies, the demand for sodium benzoate in syrups, ointments, and cosmetics is likely to increase.

-□ Stringent regulations regarding food additives and growing consumer preference for natural preservatives may pose challenges

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to market growth. Manufacturers might face pressure to develop safer, natural alternatives, potentially impacting sodium benzoate's market share in certain regions.

- The Asia-Pacific region is expected to dominate the sodium benzoate market due to rapid industrialization, increasing disposable incomes, and a booming food and beverage sector. Countries like China and India will be key contributors, driven by their large populations and expanding middle-class consumer base.

Table of Contents:

1. Project Scope and Definitions
2. Research Methodology
3. Impact of U.S. Tariffs
4. Executive Summary
5. Voice of Customers
 - 5.1. Factors Considered in Purchase Decisions
 - 5.1.1. Quality and Purity
 - 5.1.2. Regulatory Compliance and Safety Profile
 - 5.1.3. Price
 - 5.1.4. Supplier Reputation and Reliability
6. Global Sodium Benzoate Market Outlook, 2018-2032F
 - 6.1. Market Size Analysis & Forecast
 - 6.1.1. By Value
 - 6.1.2. By Volume
 - 6.2. Market Share Analysis & Forecast
 - 6.2.1. By Form
 - 6.2.1.1. Powder
 - 6.2.1.2. Granule
 - 6.2.1.3. Others
 - 6.2.2. By Application
 - 6.2.2.1. Food and Feed Preservation
 - 6.2.2.2. Stabilizers
 - 6.2.2.3. Plasticizers
 - 6.2.2.4. Coatings additives
 - 6.2.2.5. Chemical Intermediates
 - 6.2.2.6. Others
 - 6.2.3. By End-user Industry
 - 6.2.3.1. Food and Beverage
 - 6.2.3.2. Animal Nutrition
 - 6.2.3.3. Healthcare and Pharmaceuticals
 - 6.2.3.4. Cosmetics and Personal Care
 - 6.2.3.5. Others
 - 6.2.4. By Region
 - 6.2.4.1. North America
 - 6.2.4.2. Europe
 - 6.2.4.3. Asia-Pacific
 - 6.2.4.4. South America
 - 6.2.4.5. Middle East and Africa
 - 6.2.5. By Company Market Share Analysis (Top 5 Companies and Others - By Value, 2024)
 - 6.3. Market Map Analysis, 2024

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- 6.3.1.□By Form
- 6.3.2.□By Application
- 6.3.3.□By End-user Industry
- 6.3.4.□By Region
- 7.□North America Sodium Benzoate Market Outlook, 2018-2032F*
- 7.1.□Market Size Analysis & Forecast
 - 7.1.1.□By Value
 - 7.1.2.□By Volume
- 7.2.□Market Share Analysis & Forecast
 - 7.2.1.□By Form
 - 7.2.1.1.□Powder
 - 7.2.1.2.□Granule
 - 7.2.1.3.□Others
 - 7.2.2.□By Application
 - 7.2.2.1.□Food and Feed Preservation
 - 7.2.2.2.□Stabilizers
 - 7.2.2.3.□Plasticizers
 - 7.2.2.4.□Coatings additives
 - 7.2.2.5.□Chemical Intermediates
 - 7.2.2.6.□Others
 - 7.2.3.□By End-user Industry
 - 7.2.3.1.□Food and Beverage
 - 7.2.3.2.□Animal Nutrition
 - 7.2.3.3.□Healthcare and Pharmaceuticals
 - 7.2.3.4.□Cosmetics and Personal Care
 - 7.2.3.5.□Others
 - 7.2.4.□By Country Share
 - 7.2.4.1.□United States
 - 7.2.4.2.□Canada
 - 7.2.4.3.□Mexico
- 7.3.□Country Market Assessment
 - 7.3.1.□United States Sodium Benzoate Market Outlook, 2018-2032F*
 - 7.3.1.1.□Market Size Analysis & Forecast
 - 7.3.1.1.1.□By Value
 - 7.3.1.1.2.□By Volume
 - 7.3.1.2.□Market Share Analysis & Forecast
 - 7.3.1.2.1.□By Form
 - 7.3.1.2.1.1.□Powder
 - 7.3.1.2.1.2.□Granule
 - 7.3.1.2.1.3.□Others
 - 7.3.1.2.2.□By Application
 - 7.3.1.2.2.1.□Food and Feed Preservation
 - 7.3.1.2.2.2.□Stabilizers
 - 7.3.1.2.2.3.□Plasticizers
 - 7.3.1.2.2.4.□Coatings additives
 - 7.3.1.2.2.5.□Chemical Intermediates
 - 7.3.1.2.2.6.□Others

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- 7.3.1.2.3. By End-user Industry
 - 7.3.1.2.3.1. Food and Beverage
 - 7.3.1.2.3.2. Animal Nutrition
 - 7.3.1.2.3.3. Healthcare and Pharmaceuticals
 - 7.3.1.2.3.4. Cosmetics and Personal Care
 - 7.3.1.2.3.5. Others
- 7.3.2. Canada
- 7.3.3. Mexico

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

- 8. Europe Sodium Benzoate Market Outlook, 2018-2032F
 - 8.1. Germany
 - 8.2. France
 - 8.3. Italy
 - 8.4. United Kingdom
 - 8.5. Russia
 - 8.6. Netherlands
 - 8.7. Spain
 - 8.8. Turkey
 - 8.9. Poland
- 9. Asia-Pacific Sodium Benzoate Market Outlook, 2018-2032F
 - 9.1. India
 - 9.2. China
 - 9.3. Japan
 - 9.4. Australia
 - 9.5. Vietnam
 - 9.6. South Korea
 - 9.7. Indonesia
 - 9.8. Philippines
- 10. South America Sodium Benzoate Market Outlook, 2018-2032F
 - 10.1. Brazil
 - 10.2. Argentina
- 11. Middle East and Africa Sodium Benzoate Market Outlook, 2018-2032F
 - 11.1. Saudi Arabia
 - 11.2. UAE
 - 11.3. South Africa
- 12. Value Chain Analysis
- 13. Porter's Five Forces Analysis
- 14. PESTLE Analysis
- 15. Pricing Analysis
- 16. Market Dynamics
 - 16.1. Market Drivers
 - 16.2. Market Challenges
- 17. Market Trends and Developments
- 18. Case Studies
- 19. Competitive Landscape
 - 19.1. Competition Matrix of Top 5 Market Leaders
 - 19.2. SWOT Analysis for Top 5 Players

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- 19.3. Key Players Landscape for Top 10 Market Players
 - 19.3.1. FBC Industries Inc.
 - 19.3.1.1. Company Details
 - 19.3.1.2. Key Management Personnel
 - 19.3.1.3. Products and Services
 - 19.3.1.4. Financials (As Reported)
 - 19.3.1.5. Key Market Focus and Geographical Presence
 - 19.3.1.6. Recent Developments/Collaborations/Partnerships/Mergers and Acquisition
 - 19.3.2. Foodchem International Corporation
 - 19.3.3. A.M. Food Chemical Co. Limited
 - 19.3.4. Wuhan Youji Industries Co., Ltd.
 - 19.3.5. Eastman Chemical Company
 - 19.3.6. Rishi Chemical Works Private Limited
 - 19.3.7. Lanxess AG
 - 19.3.8. Tengzhou Tenglong Chemical Co., Ltd.
 - 19.3.9. Ganesh Benzoplast Limited
 - 19.3.10. Tianjin Dongda Chemical Group Co., Ltd.

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

20. Strategic Recommendations

21. About Us and Disclaimer

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