

## **Asia Pacific Betaines Market Report and Forecast 2025-2034**

Market Report | 2025-08-13 | 123 pages | EMR Inc.

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### **Report description:**

The Asia Pacific betaines market was valued at USD 1.40 Billion in 2024. The industry is expected to grow at a CAGR of 6.50% during the forecast period of 2025-2034 to attain a valuation of USD 2.63 Billion by 2034.

Increasing usage of betaines as surfactants is one of the major reasons for its rising production in the Asia Pacific region. Moreover, the easy availability of raw materials in the region provides growth opportunities for the manufacturers.

### Market Segmentation

Betaine is found in sugar beet, quinoa, shrimp, broccoli, beef, spinach, brown rice, sweet potato and cereals. The consumption of these foods assists in curing cardiovascular disease, enhancing muscle strength, improving metabolism and reducing fat. Due to this, it is used in the food industry and in the production of functional drinks to increase their nutritional value.

Applications of betaine include:

- Food and Beverages
- Home and Personal Care
- Animal Feed
- Others

Properties of betaines like low irritating effect, skin compatibility and good foaming capability have been the major factors for its myriad applications in a range of industries. In the cosmetic industry, betaine is used for manufacturing various products due to its high-water retention capability. Moreover, it is utilized as a co-surfactant, viscosity modifier and foam booster in the HPC sector to manufacture body washes, hand soaps, baby products, creams, cleansing lotions and shampoos.

At present, synthetic betaines are extensively used in diverse sectors. However, natural betaine is gaining momentum due to the

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rising awareness about the harmful effects of synthetic betaines such as nausea, heartburn and stomach upset. The major raw materials used for manufacturing different grades of betaine include fatty acids, MCA and DMAPA.

The regional markets included in the Asia Pacific market are:

- China
- India
- South East Asia

#### Market Analysis

Rapid urbanization and escalating population rates in Asia Pacific are bolstering the growth of the market. Apart from this, due to the high nutrition content of betaine, it is used as an additive in animal feed across various countries in the region. The demand for animal feed is expected to rise in the coming years due to various initiatives by the Indian government to increase awareness regarding animal health and better feed practices among farmers.

Increased demand for dietary supplements and healthy drinks amongst health enthusiasts has fueled the growth of betaine market in Asia Pacific. Furthermore, several brands are introducing new personal care products which incorporate natural and biodegradable ingredients. As the demand for these products is rising due to the growing consciousness of consumers, the sale of betaines is gradually increasing in this domain.

#### Price Analysis

On account of deteriorating environmental conditions, the Government of China implemented stringent policies which decreased the supply of raw materials (MCA and DMAPA) in the first half of 2017. As a result, the prices of betaine increased by 20% during 2016-2017. The report includes regional market scenario of feedstocks (DMAPA and MCA) along with country-wise price trends.

#### Competitive Landscape

The report gives a detailed analysis of the following key players in the Asia Pacific betaines market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- BASF SE
- Kao Corporation
- Evonik Industries AG
- Shanghai Kang Xin Chemical Co., Ltd.
- Miwon EOD Co., Ltd.
- Chemrez Technologies, Inc.
- Galaxy Surfactants Limited

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

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