

## **North America Betaines Market Report and Forecast 2025-2034**

Market Report | 2025-08-13 | 141 pages | EMR Inc.

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### **Report description:**

The North America betaines market was valued at USD 1.20 Billion in 2024. The industry is expected to grow at a CAGR of 5.10% during the forecast period of 2025-2034 to attain a valuation of USD 1.97 Billion by 2034.

Although synthetic betaine holds the largest market share in the global market, natural betaine is anticipated to experience rapid growth on account of increasing awareness about the adverse effects of synthetic betaine. Depending on the specific grade required, MCA, DMAPA and fatty acids are the key raw materials employed in the production of betaine.

### **North America Betaines Market Segmentation**

Betaine is naturally present in quinoa, beef, cereals, shrimp, sugar beet, broccoli, spinach, brown rice and sweet potato. The consumption of these products helps in reducing fat, enhancing muscle strength, improving metabolism and curing various heart diseases. Owing to these health benefits, betaine is used in the food industry to manufacture a variety of food products. Apart from this, it is also utilized as an additive in animal feed due to its high nutrition content. Moreover, it has high water retention capability due to which it is utilized in the production of cosmetics and toiletries.

The product finds wide applications in the following industries:

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

### **Market Breakup by Region:**

- United States of America

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- Canada

## Market Analysis

Multifarious applications of betaine in different industries have led to its increased demand in the United States and Canada. Rising intake of nutritive food products, dietary supplements and sports drinks among health enthusiasts across the region are expected to drive the market growth. Further, the rising demand for organic and premium cosmetic products at a range of price points in the United States are also contributing to the sales of betaines in the region.

Personal care represents the leading end-use segment and is anticipated to maintain its position in the coming years. Betaine is widely used in the production of cleansing lotions, creams, body washes, hand soaps, shampoos, and baby products.

## Price Analysis

A decline in crude oil rates has led to a fall in the prices of raw materials owing to which the prices of betaines decreased by about 5% in 2016. Nonetheless, changing demand scenario is expected to increase the prices of betaine by 2-3% in the forecasted period. Detailed market analysis including the regional price trends and market scenario of feedstocks such as MCA and DMAPA is offered in this report.

## Competitive Landscape

Several companies are investing in R&D to improve their product portfolio and introducing bio-based home and personal care products. For instance, BASF collaborated with Solazyme and launched algae-based betaine for foam-based products like liquid soaps and shampoos.

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

- E.I. Dupont De Nemours & Company
- Solvay North America, LLC
- Stepan Company
- Colonial Chemical, Inc.
- Lubrizol Advanced Materials, Inc.
- BASF Corporation
- American Crystal Sugar Company
- Inolex Chemical Company

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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