

# **Batter and Breader Premixes Market by Product Type (Batter and Breader) and Application (Meat, Fish & Seafood, Poultry, and Vegetables): Global Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

Batter and breader are layers of edible items used in cooking to improve the organoleptic properties and visual appeal of processed, fried, and ready-to-eat products. Moreover, they are used in cooking for enhancing taste and preservation. Batter is a thin dough that can be used to coat meat, seafood, and vegetables before frying. It is widely used to avoid moisture loss while preparing delicate food. Traditionally batters are prepared using a mixture of flour and a liquid source such as water, milk, or eggs. Breader also known as breading are ingredients used in fried foods to increase crispness. Breader is made using cereal-flour-based blends or thermally processed wheat-flour dough-based dry bread crumbs. They often contain seasonings and chemical leavening agents and are applied as coatings to fried or baked foods to obtain desired texture.

The batter & breader premixes market is anticipated to be primarily driven by increase in demand for convenience food. Among convenience food, meat & seafood is one of the major segments. The consumption of processed meat & seafood is growing at a high pace both in developed and emerging economies, which, in turn, fuel the growth of the batter & breader premixes market during the forecast period. Moreover, rapid adoption of fast food culture coupled with rise in number of fast food outlets and quick service restaurants boost to the growth of this sector. However, fluctuations in the cost of raw materials are expected to act as the major restraint for the batter and breader market. The introduction of new products that cater the specific need of the consumer such as gluten-free batter and breader is expected to provide lucrative opportunities for the market growth in the future.

The batter and breader premixes market is segmented based on product type, application, and region. On the basis of type, the market is segmented into batter premixes and breader premixes. The breader premixes segment is further divided into adhesion batter, tempura batter, and beer batter while the breader segment is further classified into crumbs & flakes and flour & starch. Based on application, the market is divided into meat, fish & seafood, poultry, and vegetables. By region, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

The North America and Asia-Pacific are the regions where the adoption of batter and breader premixes is high. The key players in the industry relied on acquisition and new product launch as their key strategies to overcome competition and improve their share in the global market. The key players profiled in the report include Archer-Daniels-Midland Company, Bowman Ingredients, Cargill Inc, Coalescence LLC, Dutch Protein & Services B.V., Ingredion Incorporated, Kerry Group PLC, McCormick & Company, Inc, Newly Weds Food, Inc., and Solina Group.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an in-depth analysis of the current trends, drivers, and dynamics of the batter and breader premixes market to elucidate the prevailing opportunities and potential investment pockets.

It offers qualitative trends as well as quantitative analysis from 2018 to 2025 to assist stakeholders to understand the market scenario.

In-depth analysis of the key segments demonstrates the types of diabetic footwear.

Competitive intelligence of the industry highlights the business practices followed by key players across geographies and the prevailing market opportunities.

The key players are profiled along with their strategies and developments to understand the competitive outlook of the industry.

## KEY MARKET SEGMENTS

## By Product Type

Batter

Adhesion Batter

Tempura Batter

Beer Batter

Breader

Crumbs & Flakes

Flour & Starch

## By Application

Meat

Fish & Seafood

Poultry

Vegetables

## By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Russia

Netherland

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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