

# **Organic Soy Lecithin Market By Type (Refined, Unrefined) , By Form (Liquid, Powder, Granular) By Application (Food and Beverages, Animal Feed, Pharmaceuticals, Personal Care, Industrial Applications, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The global organic soy lecithin market was valued at \$51.8 million in 2023, and is projected to reach \$97.5 million by 2033, growing at a CAGR of 6.8% from 2024 to 2033.

Organic soy lecithin is a natural emulsifier extracted from organic soybeans that is commonly used in food products, dietary supplements, and cosmetics due to its ability to stabilize mixtures of oil & water, improve texture, and extend shelf life. It is not only serves as a clean label option for consumers seeking organic and natural alternatives in their diet and lifestyle but also acts as an antioxidant and flavor protector. As it is cultivated without the use of synthetic pesticides or fertilizers, this organic variant promotes sustainability and minimizes environmental impact.

The growth of the global organic soy lecithin is majorly driven by rise in awareness about multiple health benefits associated with organic soy lecithin, for instance, it improves brain health, supports liver function, and helps in cholesterol management. A clinical research by the National Center for Biotechnology Information (NCBI), a part of the United States National Library of Medicine, suggest that a diet rich in choline can sharpen the memory and help people with Alzheimer's and other neurological diseases. Thus, the demand for soy lecithin is increasing, as it contains choline, which is a chemical the brain uses to communicate. Moreover, surge in consumer demand

for organic and non-GMO products notably contributes toward the growth of the market. For instance, the retail sales of organic products in Europe reached a total value of \$58.3 billion in 2022, among which \$49.4 billion belonged to the European Union (EU). Germany emerged as the largest market, with the sales of \$16.8 billion. Globally, the EU held the position of the second largest single market for organic products after the U.S., which reported sales of \$65.4 billion.

However, rise in prevalence of soy-related sensitivities due high allergenic potential of soy acts as a key deterrent factor of the organic soy lecithin market.

On the contrary, rise in sustainable and environmentally friendly practices is expected to drive the growth of the market. A 2023 research reveals that Gen Z is more focused on the environment as compared to any other generation and believe that GMOs can have a negative impact on the environment, humans, and animals. Thus, the Non-GMO Project, a non-profit organization that protects and maintains the genetic integrity of crops and natural organisms that have not been genetically modified, has dubbed Gen Z as 'the greenest shoppers yet.' Furthermore, soy lecithin is expected to witness high demand for various pharmaceutical formulations, including drug delivery systems, liposomal formulations, and nutritional supplements due to its natural emulsifying and stabilizing properties, which will likely open new avenues for the market expansion during the forecast period.

The global organic soy lecithin market is segmented by type, form, application, and region. On the basis of type, the market is bifurcated into refined and unrefined. As per form, it is divided into liquid, powder, and granular. Depending on application, it is segregated into food and beverages, animal feed, pharmaceuticals, personal care, industrial applications, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

Depending on type, the refined segment garnered the highest market share in 2023.

By form, the liquid segment held was the major shareholder in 2023.

On the basis of application, the food & beverages segment dominated the market in 2023, in terms of share.

## Competition Analysis

The competitive analysis and profiles of the major players in the global organic soy lecithin market include Cargill Incorporated, Archer Daniels Midland Company, NOW Foods, Lipoid GmbH, Lecic%li%GmbH, Bunge Limited., Thew, Arnott & C%li%Ltd, GIIAVA Pvt Ltd., American Lecithin Company, LLC, and Clarkson Grain Company Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships t%li%sustain the intense competition in the market.

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Distributor margin Analysis

New Product Development/ Product Matrix of Key Players

Additional company profiles with specific t%li%client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

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Product Consumption Analysis

Reimbursement Scenario

SWOT Analysis

Volume Market Size and Forecast

## Key Market Segments

*Organic Soy Lecithin Market By Type (Refined, Unrefined) , By Form (Liquid, Powder, Granular) By Application (...)*

## By Type

Refined

Unrefined

## By Form

Liquid

Powder

Granular

## By Application

Food and Beverages

Animal Feed

Pharmaceuticals

Personal Care

Industrial Applications

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Cargill Incorporated

Archer Daniels Midland Company

NOW Foods

Lipoid GmbH

Lecic%li%GmbH

Bunge Limited.

Thew

Arnott & C%li%Ltd

GIIAVA Pvt Ltd

American Lecithin Company, LLC

Clarkson Grain Company Inc.

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