

# Betaine Industry Research Report 2023

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## Abstracts

Betaine, a white crystalline powder, is mainly found in the molasses of beet sugar. As a feed additive, it has the function of providing methyl donors and can save part of methionine. It also has the functions of regulating osmotic pressure in the body, alleviating stress, promoting fat metabolism and protein synthesis, increasing lean meat rate, and enhancing the efficacy of anticoccidial drugs. In aquatic animal feed, it is used as a food attractant, etc.

## Highlights

The global Betaine market is projected to reach US\$ million by 2029 from an estimated US\$ million in 2022, at a CAGR of % during 2023 and 2029.

Global betaine key players include DuPont, AB Vista, HEALTHY (HANGZHOU) HUSBANDRY SCI-TECH, Tianshi Siliao, Sunwin Biotech Shandong etc. Global top 2 players hold a share about 50%. Asia Pacific is the largest market, with a share about 33%, followed by Europe and North America, both have a share about 30 percent. In terms of product, natural betaine is the largest segment, with a share over 68%. And in terms of application, the largest application is animal feed, followed by cosmetics.

## Report Scope

This report aims to provide a comprehensive presentation of the global market for Betaine, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Betaine.

The Betaine market size, estimations, and forecasts are provided in terms of

output/shipments (K MT) and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global Betaine market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Betaine manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, production, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

### Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2018-2023. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

DuPont

Evonik

AB Vista

Lubrizol

Agrana

Asahi Kasei

Healthy

Skystone

Sunwin

Jujia Group

Shandong Ruihong

Shandong Efine

Pengbo Biotechnology

Hebei Younite Biotechnology

Aocter

## Product Type Insights

Global markets are presented by Betaine type, along with growth forecasts through 2029. Estimates on production and value are based on the price in the supply chain at which the Betaine are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows production and revenue data by type, and during the historical period (2018-2023) and forecast period (2024-2029).

## Betaine segment by Type

Synthetic Betaine

Natural Betaine

## Application Insights

This report has provided the market size (production and revenue data) by application, during the historical period (2018-2023) and forecast period (2024-2029).

This report also outlines the market trends of each segment and consumer behaviors impacting the Betaine market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Betaine market.

## Betaine segment by Application

Animal Feed

Cosmetics

Food & Beverages

Pharmaceutical

Others

## Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2018-2029.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2022 because of the base year, with estimates for 2023 and forecast value for 2029.

North America

United States

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Betaine market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

## Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Betaine market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of Betaine and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more

insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Betaine industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Betaine.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Betaine manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Betaine by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Betaine in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.



## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Betaine by Type
  - 2.2.1 Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)
  - 1.2.2 Synthetic Betaine
  - 1.2.3 Natural Betaine
- 2.3 Betaine by Application
  - 2.3.1 Market Value Comparison by Application (2018 VS 2022 VS 2029) & (US\$ Million)
  - 2.3.2 Animal Feed
  - 2.3.3 Cosmetics
  - 2.3.4 Food & Beverages
  - 2.3.5 Pharmaceutical
  - 2.3.6 Others
- 2.4 Global Market Growth Prospects
  - 2.4.1 Global Betaine Production Value Estimates and Forecasts (2018-2029)
  - 2.4.2 Global Betaine Production Capacity Estimates and Forecasts (2018-2029)
  - 2.4.3 Global Betaine Production Estimates and Forecasts (2018-2029)
  - 2.4.4 Global Betaine Market Average Price (2018-2029)

### 3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Betaine Production by Manufacturers (2018-2023)
- 3.2 Global Betaine Production Value by Manufacturers (2018-2023)
- 3.3 Global Betaine Average Price by Manufacturers (2018-2023)
- 3.4 Global Betaine Industry Manufacturers Ranking, 2021 VS 2022 VS 2023

- 3.5 Global Betaine Key Manufacturers, Manufacturing Sites & Headquarters
- 3.6 Global Betaine Manufacturers, Product Type & Application
- 3.7 Global Betaine Manufacturers, Date of Enter into This Industry
- 3.8 Global Betaine Market CR5 and HHI
- 3.9 Global Manufacturers Mergers & Acquisition

## **4 MANUFACTURERS PROFILED**

### 4.1 DuPont

- 4.1.1 DuPont Betaine Company Information
- 4.1.2 DuPont Betaine Business Overview
- 4.1.3 DuPont Betaine Production Capacity, Value and Gross Margin (2018-2023)
- 4.1.4 DuPont Product Portfolio
- 4.1.5 DuPont Recent Developments

### 4.2 Evonik

- 4.2.1 Evonik Betaine Company Information
- 4.2.2 Evonik Betaine Business Overview
- 4.2.3 Evonik Betaine Production Capacity, Value and Gross Margin (2018-2023)
- 4.2.4 Evonik Product Portfolio
- 4.2.5 Evonik Recent Developments

### 4.3 AB Vista

- 4.3.1 AB Vista Betaine Company Information
- 4.3.2 AB Vista Betaine Business Overview
- 4.3.3 AB Vista Betaine Production Capacity, Value and Gross Margin (2018-2023)
- 4.3.4 AB Vista Product Portfolio
- 4.3.5 AB Vista Recent Developments

### 4.4 Lubrizol

- 4.4.1 Lubrizol Betaine Company Information
- 4.4.2 Lubrizol Betaine Business Overview
- 4.4.3 Lubrizol Betaine Production Capacity, Value and Gross Margin (2018-2023)
- 4.4.4 Lubrizol Product Portfolio
- 4.4.5 Lubrizol Recent Developments

### 4.5 Agrana

- 4.5.1 Agrana Betaine Company Information
- 4.5.2 Agrana Betaine Business Overview
- 4.5.3 Agrana Betaine Production Capacity, Value and Gross Margin (2018-2023)
- 4.5.4 Agrana Product Portfolio
- 4.5.5 Agrana Recent Developments

### 4.6 Asahi Kasei

- 4.6.1 Asahi Kasei Betaine Company Information
- 4.6.2 Asahi Kasei Betaine Business Overview
- 4.6.3 Asahi Kasei Betaine Production Capacity, Value and Gross Margin (2018-2023)
- 4.6.4 Asahi Kasei Product Portfolio
- 4.6.5 Asahi Kasei Recent Developments
- 4.7 Healthy
  - 4.7.1 Healthy Betaine Company Information
  - 4.7.2 Healthy Betaine Business Overview
  - 4.7.3 Healthy Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 4.7.4 Healthy Product Portfolio
  - 4.7.5 Healthy Recent Developments
- 4.8 Skystone
  - 4.8.1 Skystone Betaine Company Information
  - 4.8.2 Skystone Betaine Business Overview
  - 4.8.3 Skystone Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 4.8.4 Skystone Product Portfolio
  - 4.8.5 Skystone Recent Developments
- 4.9 Sunwin
  - 4.9.1 Sunwin Betaine Company Information
  - 4.9.2 Sunwin Betaine Business Overview
  - 4.9.3 Sunwin Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 4.9.4 Sunwin Product Portfolio
  - 4.9.5 Sunwin Recent Developments
- 4.10 Jujia Group
  - 4.10.1 Jujia Group Betaine Company Information
  - 4.10.2 Jujia Group Betaine Business Overview
  - 4.10.3 Jujia Group Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 4.10.4 Jujia Group Product Portfolio
  - 4.10.5 Jujia Group Recent Developments
- 7.11 Shandong Ruihong
  - 7.11.1 Shandong Ruihong Betaine Company Information
  - 7.11.2 Shandong Ruihong Betaine Business Overview
  - 4.11.3 Shandong Ruihong Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 7.11.4 Shandong Ruihong Product Portfolio
  - 7.11.5 Shandong Ruihong Recent Developments
- 7.12 Shandong Efine
  - 7.12.1 Shandong Efine Betaine Company Information
  - 7.12.2 Shandong Efine Betaine Business Overview

- 7.12.3 Shandong Efine Betaine Production Capacity, Value and Gross Margin (2018-2023)
- 7.12.4 Shandong Efine Product Portfolio
- 7.12.5 Shandong Efine Recent Developments
- 7.13 Pengbo Biotechnology
  - 7.13.1 Pengbo Biotechnology Betaine Company Information
  - 7.13.2 Pengbo Biotechnology Betaine Business Overview
  - 7.13.3 Pengbo Biotechnology Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 7.13.4 Pengbo Biotechnology Product Portfolio
  - 7.13.5 Pengbo Biotechnology Recent Developments
- 7.14 Hebei Younite Biotechnology
  - 7.14.1 Hebei Younite Biotechnology Betaine Company Information
  - 7.14.2 Hebei Younite Biotechnology Betaine Business Overview
  - 7.14.3 Hebei Younite Biotechnology Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 7.14.4 Hebei Younite Biotechnology Product Portfolio
  - 7.14.5 Hebei Younite Biotechnology Recent Developments
- 7.15 Aocter
  - 7.15.1 Aocter Betaine Company Information
  - 7.15.2 Aocter Betaine Business Overview
  - 7.15.3 Aocter Betaine Production Capacity, Value and Gross Margin (2018-2023)
  - 7.15.4 Aocter Product Portfolio
  - 7.15.5 Aocter Recent Developments

## **5 GLOBAL BETAINES PRODUCTION BY REGION**

- 5.1 Global Betaine Production Estimates and Forecasts by Region: 2018 VS 2022 VS 2029
- 5.2 Global Betaine Production by Region: 2018-2029
  - 5.2.1 Global Betaine Production by Region: 2018-2023
  - 5.2.2 Global Betaine Production Forecast by Region (2024-2029)
- 5.3 Global Betaine Production Value Estimates and Forecasts by Region: 2018 VS 2022 VS 2029
- 5.4 Global Betaine Production Value by Region: 2018-2029
  - 5.4.1 Global Betaine Production Value by Region: 2018-2023
  - 5.4.2 Global Betaine Production Value Forecast by Region (2024-2029)
- 5.5 Global Betaine Market Price Analysis by Region (2018-2023)
- 5.6 Global Betaine Production and Value, YOY Growth

- 5.6.1 North America Betaine Production Value Estimates and Forecasts (2018-2029)
- 5.6.2 Europe Betaine Production Value Estimates and Forecasts (2018-2029)
- 5.6.3 China Betaine Production Value Estimates and Forecasts (2018-2029)
- 5.6.4 Japan Betaine Production Value Estimates and Forecasts (2018-2029)

## **6 GLOBAL BETAINES CONSUMPTION BY REGION**

- 6.1 Global Betaine Consumption Estimates and Forecasts by Region: 2018 VS 2022 VS 2029
- 6.2 Global Betaine Consumption by Region (2018-2029)
  - 6.2.1 Global Betaine Consumption by Region: 2018-2029
  - 6.2.2 Global Betaine Forecasted Consumption by Region (2024-2029)
- 6.3 North America
  - 6.3.1 North America Betaine Consumption Growth Rate by Country: 2018 VS 2022 VS 2029
  - 6.3.2 North America Betaine Consumption by Country (2018-2029)
  - 6.3.3 United States
  - 6.3.4 Canada
- 6.4 Europe
  - 6.4.1 Europe Betaine Consumption Growth Rate by Country: 2018 VS 2022 VS 2029
  - 6.4.2 Europe Betaine Consumption by Country (2018-2029)
  - 6.4.3 Germany
  - 6.4.4 France
  - 6.4.5 U.K.
  - 6.4.6 Italy
  - 6.4.7 Russia
- 6.5 Asia Pacific
  - 6.5.1 Asia Pacific Betaine Consumption Growth Rate by Country: 2018 VS 2022 VS 2029
  - 6.5.2 Asia Pacific Betaine Consumption by Country (2018-2029)
  - 6.5.3 China
  - 6.5.4 Japan
  - 6.5.5 South Korea
  - 6.5.6 China Taiwan
  - 6.5.7 Southeast Asia
  - 6.5.8 India
  - 6.5.9 Australia
- 6.6 Latin America, Middle East & Africa
  - 6.6.1 Latin America, Middle East & Africa Betaine Consumption Growth Rate by

Country: 2018 VS 2022 VS 2029

6.6.2 Latin America, Middle East & Africa Betaine Consumption by Country (2018-2029)

6.6.3 Mexico

6.6.4 Brazil

6.6.5 Turkey

6.6.5 GCC Countries

## **7 SEGMENT BY TYPE**

7.1 Global Betaine Production by Type (2018-2029)

7.1.1 Global Betaine Production by Type (2018-2029) & (K MT)

7.1.2 Global Betaine Production Market Share by Type (2018-2029)

7.2 Global Betaine Production Value by Type (2018-2029)

7.2.1 Global Betaine Production Value by Type (2018-2029) & (US\$ Million)

7.2.2 Global Betaine Production Value Market Share by Type (2018-2029)

7.3 Global Betaine Price by Type (2018-2029)

## **8 SEGMENT BY APPLICATION**

8.1 Global Betaine Production by Application (2018-2029)

8.1.1 Global Betaine Production by Application (2018-2029) & (K MT)

8.1.2 Global Betaine Production by Application (2018-2029) & (K MT)

8.2 Global Betaine Production Value by Application (2018-2029)

8.2.1 Global Betaine Production Value by Application (2018-2029) & (US\$ Million)

8.2.2 Global Betaine Production Value Market Share by Application (2018-2029)

8.3 Global Betaine Price by Application (2018-2029)

## **9 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET**

9.1 Betaine Value Chain Analysis

9.1.1 Betaine Key Raw Materials

9.1.2 Raw Materials Key Suppliers

9.1.3 Betaine Production Mode & Process

9.2 Betaine Sales Channels Analysis

9.2.1 Direct Comparison with Distribution Share

9.2.2 Betaine Distributors

9.2.3 Betaine Customers

## **10 GLOBAL BETAINE ANALYZING MARKET DYNAMICS**

10.1 Betaine Industry Trends

10.2 Betaine Industry Drivers

10.3 Betaine Industry Opportunities and Challenges

10.4 Betaine Industry Restraints

## **11 REPORT CONCLUSION**

## **12 DISCLAIMER**

## List Of Tables

### LIST OF TABLES

Table 1. Secondary Sources

Table 2. Primary Sources

Table 3. Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)

Table 4. Market Value Comparison by Application (2018 VS 2022 VS 2029) & (US\$ Million)

Table 5. Global Betaine Production by Manufacturers (K MT) & (2018-2023)

Table 6. Global Betaine Production Market Share by Manufacturers

Table 7. Global Betaine Production Value by Manufacturers (US\$ Million) & (2018-2023)

Table 8. Global Betaine Production Value Market Share by Manufacturers (2018-2023)

Table 9. Global Betaine Average Price (US\$/Ton) of Key Manufacturers (2018-2023)

Table 10. Global Betaine Industry Manufacturers Ranking, 2021 VS 2022 VS 2023

Table 11. Global Betaine Manufacturers, Product Type & Application

Table 12. Global Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 13. Global Betaine by Manufacturers Type (Tier 1, Tier 2, and Tier 3) & (based on the Production Value of 2022)

Table 14. Manufacturers Mergers & Acquisitions, Expansion Plans)

Table 15. DuPont Betaine Company Information

Table 16. DuPont Business Overview

Table 17. DuPont Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 18. DuPont Product Portfolio

Table 19. DuPont Recent Developments

Table 20. Evonik Betaine Company Information

Table 21. Evonik Business Overview

Table 22. Evonik Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 23. Evonik Product Portfolio

Table 24. Evonik Recent Developments

Table 25. AB Vista Betaine Company Information

Table 26. AB Vista Business Overview

Table 27. AB Vista Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 28. AB Vista Product Portfolio

Table 29. AB Vista Recent Developments



- Table 30. Lubrizol Betaine Company Information
- Table 31. Lubrizol Business Overview
- Table 32. Lubrizol Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)
- Table 33. Lubrizol Product Portfolio
- Table 34. Lubrizol Recent Developments
- Table 35. Agrana Betaine Company Information
- Table 36. Agrana Business Overview
- Table 37. Agrana Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)
- Table 38. Agrana Product Portfolio
- Table 39. Agrana Recent Developments
- Table 40. Asahi Kasei Betaine Company Information
- Table 41. Asahi Kasei Business Overview
- Table 42. Asahi Kasei Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)
- Table 43. Asahi Kasei Product Portfolio
- Table 44. Asahi Kasei Recent Developments
- Table 45. Healthy Betaine Company Information
- Table 46. Healthy Business Overview
- Table 47. Healthy Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)
- Table 48. Healthy Product Portfolio
- Table 49. Healthy Recent Developments
- Table 50. Skystone Betaine Company Information
- Table 51. Skystone Business Overview
- Table 52. Skystone Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)
- Table 53. Skystone Product Portfolio
- Table 54. Skystone Recent Developments
- Table 55. Sunwin Betaine Company Information
- Table 56. Sunwin Business Overview
- Table 57. Sunwin Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)
- Table 58. Sunwin Product Portfolio
- Table 59. Sunwin Recent Developments
- Table 60. Jujia Group Betaine Company Information
- Table 61. Jujia Group Business Overview
- Table 62. Jujia Group Betaine Production Capacity (K MT), Value (US\$ Million), Price

(US\$/Ton) and Gross Margin (2018-2023)

Table 63. Jujia Group Product Portfolio

Table 64. Jujia Group Recent Developments

Table 65. Shandong Ruihong Betaine Company Information

Table 66. Shandong Ruihong Business Overview

Table 67. Shandong Ruihong Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 68. Shandong Ruihong Product Portfolio

Table 69. Shandong Ruihong Recent Developments

Table 70. Shandong Efine Betaine Company Information

Table 71. Shandong Efine Business Overview

Table 72. Shandong Efine Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 73. Shandong Efine Product Portfolio

Table 74. Shandong Efine Recent Developments

Table 75. Pengbo Biotechnology Betaine Company Information

Table 76. Pengbo Biotechnology Business Overview

Table 77. Pengbo Biotechnology Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 78. Pengbo Biotechnology Product Portfolio

Table 79. Pengbo Biotechnology Recent Developments

Table 80. Hebei Younite Biotechnology Betaine Company Information

Table 81. Hebei Younite Biotechnology Business Overview

Table 82. Hebei Younite Biotechnology Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 83. Hebei Younite Biotechnology Product Portfolio

Table 84. Hebei Younite Biotechnology Recent Developments

Table 85. Hebei Younite Biotechnology Betaine Company Information

Table 86. Aocter Business Overview

Table 87. Aocter Betaine Production Capacity (K MT), Value (US\$ Million), Price (US\$/Ton) and Gross Margin (2018-2023)

Table 88. Aocter Product Portfolio

Table 89. Aocter Recent Developments

Table 90. Global Betaine Production Comparison by Region: 2018 VS 2022 VS 2029 (K MT)

Table 91. Global Betaine Production by Region (2018-2023) & (K MT)

Table 92. Global Betaine Production Market Share by Region (2018-2023)

Table 93. Global Betaine Production Forecast by Region (2024-2029) & (K MT)

Table 94. Global Betaine Production Market Share Forecast by Region (2024-2029)

Table 95. Global Betaine Production Value Comparison by Region: 2018 VS 2022 VS 2029 (US\$ Million)

Table 96. Global Betaine Production Value by Region (2018-2023) & (US\$ Million)

Table 97. Global Betaine Production Value Market Share by Region (2018-2023)

Table 98. Global Betaine Production Value Forecast by Region (2024-2029) & (US\$ Million)

Table 99. Global Betaine Production Value Market Share Forecast by Region (2024-2029)

Table 100. Global Betaine Market Average Price (US\$/Ton) by Region (2018-2023)

Table 101. Global Betaine Consumption Comparison by Region: 2018 VS 2022 VS 2029 (K MT)

Table 102. Global Betaine Consumption by Region (2018-2023) & (K MT)

Table 103. Global Betaine Consumption Market Share by Region (2018-2023)

Table 104. Global Betaine Forecasted Consumption by Region (2024-2029) & (K MT)

Table 105. Global Betaine Forecasted Consumption Market Share by Region (2024-2029)

Table 106. North America Betaine Consumption Growth Rate by Country: 2018 VS 2022 VS 2029 (K MT)

Table 107. North America Betaine Consumption by Country (2018-2023) & (K MT)

Table 108. North America Betaine Consumption by Country (2024-2029) & (K MT)

Table 109. Europe Betaine Consumption Growth Rate by Country: 2018 VS 2022 VS 2029 (K MT)

Table 110. Europe Betaine Consumption by Country (2018-2023) & (K MT)

Table 111. Europe Betaine Consumption by Country (2024-2029) & (K MT)

Table 112. Asia Pacific Betaine Consumption Growth Rate by Country: 2018 VS 2022 VS 2029 (K MT)

Table 113. Asia Pacific Betaine Consumption by Country (2018-2023) & (K MT)

Table 114. Asia Pacific Betaine Consumption by Country (2024-2029) & (K MT)

Table 115. Latin America, Middle East & Africa Betaine Consumption Growth Rate by Country: 2018 VS 2022 VS 2029 (K MT)

Table 116. Latin America, Middle East & Africa Betaine Consumption by Country (2018-2023) & (K MT)

Table 117. Latin America, Middle East & Africa Betaine Consumption by Country (2024-2029) & (K MT)

Table 118. Global Betaine Production by Type (2018-2023) & (K MT)

Table 119. Global Betaine Production by Type (2024-2029) & (K MT)

Table 120. Global Betaine Production Market Share by Type (2018-2023)

Table 121. Global Betaine Production Market Share by Type (2024-2029)

Table 122. Global Betaine Production Value by Type (2018-2023) & (US\$ Million)

Table 123. Global Betaine Production Value by Type (2024-2029) & (US\$ Million)

Table 124. Global Betaine Production Value Market Share by Type (2018-2023)

Table 125. Global Betaine Production Value Market Share by Type (2024-2029)

Table 126. Global Betaine Price by Type (2018-2023) & (US\$/Ton)

Table 127. Global Betaine Price by Type (2024-2029) & (US\$/Ton)

Table 128. Global Betaine Production by Application (2018-2023) & (K MT)

Table 129. Global Betaine Production by Application (2024-2029) & (K MT)

Table 130. Global Betaine Production Market Share by Application (2018-2023)

Table 131. Global Betaine Production Market Share by Application (2024-2029)

Table 132. Global Betaine Production Value by Application (2018-2023) & (US\$ Million)

Table 133. Global Betaine Production Value by Application (2024-2029) & (US\$ Million)

Table 134. Global Betaine Production Value Market Share by Application (2018-2023)

Table 135. Global Betaine Production Value Market Share by Application (2024-2029)

Table 136. Global Betaine Price by Application (2018-2023) & (US\$/Ton)

Table 137. Global Betaine Price by Application (2024-2029) & (US\$/Ton)

Table 138. Key Raw Materials

Table 139. Raw Materials Key Suppliers

Table 140. Betaine Distributors List

Table 141. Betaine Customers List

Table 142. Betaine Industry Trends

Table 143. Betaine Industry Drivers

Table 144. Betaine Industry Restraints

Table 145. Authors List of This Report

## List Of Figures

### LIST OF FIGURES

- Figure 1. Research Methodology
- Figure 2. Research Process
- Figure 3. Key Executives Interviewed
- Figure 4. Betaine Product Picture
- Figure 5. Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)
- Figure 6. Synthetic Betaine Product Picture
- Figure 7. Natural Betaine Product Picture
- Figure 8. Animal Feed Product Picture
- Figure 9. Cosmetics Product Picture
- Figure 10. Food & Beverages Product Picture
- Figure 11. Pharmaceutical Product Picture
- Figure 12. Others Product Picture
- Figure 13. Global Betaine Production Value (US\$ Million), 2018 VS 2022 VS 2029
- Figure 14. Global Betaine Production Value (2018-2029) & (US\$ Million)
- Figure 15. Global Betaine Production Capacity (2018-2029) & (K MT)
- Figure 16. Global Betaine Production (2018-2029) & (K MT)
- Figure 17. Global Betaine Average Price (US\$/Ton) & (2018-2029)
- Figure 18. Global Betaine Key Manufacturers, Manufacturing Sites & Headquarters
- Figure 19. Global Betaine Manufacturers, Date of Enter into This Industry
- Figure 20. Global Top 5 and 10 Betaine Players Market Share by Production Value in 2022
- Figure 21. Manufacturers Type (Tier 1, Tier 2, and Tier 3): 2018 VS 2022
- Figure 22. Global Betaine Production Comparison by Region: 2018 VS 2022 VS 2029 (K MT)
- Figure 23. Global Betaine Production Market Share by Region: 2018 VS 2022 VS 2029
- Figure 24. Global Betaine Production Value Comparison by Region: 2018 VS 2022 VS 2029 (US\$ Million)
- Figure 25. Global Betaine Production Value Market Share by Region: 2018 VS 2022 VS 2029
- Figure 26. North America Betaine Production Value (US\$ Million) Growth Rate (2018-2029)
- Figure 27. Europe Betaine Production Value (US\$ Million) Growth Rate (2018-2029)
- Figure 28. China Betaine Production Value (US\$ Million) Growth Rate (2018-2029)
- Figure 29. Japan Betaine Production Value (US\$ Million) Growth Rate (2018-2029)
- Figure 30. Global Betaine Consumption Comparison by Region: 2018 VS 2022 VS 2029

(K MT)

Figure 31. Global Betaine Consumption Market Share by Region: 2018 VS 2022 VS 2029

Figure 32. North America Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 33. North America Betaine Consumption Market Share by Country (2018-2029)

Figure 34. United States Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 35. Canada Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 36. Europe Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 37. Europe Betaine Consumption Market Share by Country (2018-2029)

Figure 38. Germany Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 39. France Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 40. U.K. Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 41. Italy Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 42. Netherlands Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 43. Asia Pacific Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 44. Asia Pacific Betaine Consumption Market Share by Country (2018-2029)

Figure 45. China Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 46. Japan Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 47. South Korea Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 48. China Taiwan Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 49. Southeast Asia Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 50. India Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 51. Australia Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 52. Latin America, Middle East & Africa Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 53. Latin America, Middle East & Africa Betaine Consumption Market Share by Country (2018-2029)

Figure 54. Mexico Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 55. Brazil Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 56. Turkey Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 57. GCC Countries Betaine Consumption and Growth Rate (2018-2029) & (K MT)

Figure 58. Global Betaine Production Market Share by Type (2018-2029)

Figure 59. Global Betaine Production Value Market Share by Type (2018-2029)

Figure 60. Global Betaine Price (US\$/Ton) by Type (2018-2029)

Figure 61. Global Betaine Production Market Share by Application (2018-2029)

Figure 62. Global Betaine Production Value Market Share by Application (2018-2029)

Figure 63. Global Betaine Price (US\$/Ton) by Application (2018-2029)

- Figure 64. Betaine Value Chain
- Figure 65. Betaine Production Mode & Process
- Figure 66. Direct Comparison with Distribution Share
- Figure 67. Distributors Profiles
- Figure 68. Betaine Industry Opportunities and Challenges

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