

Europe Salt Substitute Market Size study, by Type (Mineral Salts, Amino Acids, Yeast Extracts, Hydrolyzed Vegetable Protein, Other Types), by Application (Bakery and Confectionery, Snacks, Meat and Poultry, Beverages, Soups, Salads, Sauces, and Dressings, Other Applications) and Country Forecasts 2022-2032

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Abstracts

Europe Salt Substitute Market is valued at approximately USD 234.44 million in 2023 and is anticipated to grow with a healthy growth rate of more than 5.07% over the forecast period 2024-2032. A salt substitute is a product designed to replace regular table salt (sodium chloride) to reduce sodium intake among individuals with conditions such as hypertension or cardiovascular disease. These substitutes typically contain potassium chloride as the main ingredient, which provides a salty flavor without the high sodium content. The increase in restaurant and food service adoption is a key trend that is supporting the growth of the Europe Salt Substitute Market. Restaurants, cafes, and food service establishments in Europe are incorporating salt substitutes into their menus to offer healthier options to diners. This trend aligns with consumer preferences for lower-sodium meals when eating out.

The Europe Salt Substitute Market is driven by factors including increasing health consciousness, stringent government regulations, and the rising prevalence of lifestyle diseases such as hypertension and heart disease. Consumer preferences for natural and clean-label products, coupled with innovations in product development, are also driving market growth. In addition, the European Union has taken a proactive stance on promoting healthy eating habits. Initiatives such as the EU Salt Reduction Framework encourage member states to implement guidelines for reduced sodium content in

processed foods. This directly benefits the Salt Substitute Market as manufacturers seek ways to meet these regulations. Europeans are increasingly consuming convenient, processed foods. As these foods have high sodium content, there is a growing need for healthier alternatives using salt substitutes. However, competition from substitute items and health issues associated with potassium are anticipated to hinder market expansion over the projected period of 2024–2032.

The key countries considered for the Europe Salt Substitute Market study include UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany was the largest market in terms of revenue owing to the rising preference for natural and clean-label products, along with the stringent German food regulations. The food service sector in Germany is incorporating salt substitutes into menus to offer healthier alternatives to consumers dining out. This trend is driven by consumer demand for lower-sodium options when eating outside the home. Furthermore, the food industry in Germany is focused on innovating with salt substitute formulations to improve taste and functionality. This includes developing flavored salt alternatives and herb-infused blends to cater to diverse consumer tastes. Whereas, the market in the UK is expected to develop at the fastest rate over the forecast period.

Major market players included in this report are:

Koninklijke DSM N.V.

Alsiano A/S

Givaudan SA

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Type

Mineral Salts

Amino Acids

Yeast Extracts

Hydrolyzed Vegetable Protein

Other Types

By Application

Bakery and Confectionery

Snacks

Meat and Poultry

Beverages

Soups, Salads, Sauces, and Dressings

Other Applications

By Region:

Europe

UK

Germany

France

Spain

Italy

ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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