

# **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

## Contents

### **CHAPTER 1. EUROPE SALT SUBSTITUTE MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
  - 1.3.1. Inclusion & Exclusion
  - 1.3.2. Limitations
  - 1.3.3. Supply Side Analysis
    - 1.3.3.1. Availability
    - 1.3.3.2. Infrastructure
    - 1.3.3.3. Regulatory Environment
    - 1.3.3.4. Market Competition
    - 1.3.3.5. Economic Viability (Consumer's Perspective)
  - 1.3.4. Demand Side Analysis
    - 1.3.4.1. Regulatory frameworks
    - 1.3.4.2. Technological Advancements
    - 1.3.4.3. Environmental Considerations
    - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Europe Salt Substitute Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
  - 2.3.1. By Type
  - 2.3.2. By Application
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

### **CHAPTER 3. EUROPE SALT SUBSTITUTE MARKET DYNAMICS**

- 3.1. Market Drivers

- 3.2. Market Challenges
- 3.3. Market Opportunities

## **CHAPTER 4. EUROPE SALT SUBSTITUTE MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model
  - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. EUROPE SALT SUBSTITUTE MARKET SIZE & FORECASTS BY TYPE 2022-2032**

- 5.1. Mineral Salts
- 5.2. Amino Acids
- 5.3. Yeast Extracts
- 5.4. Hydrolyzed Vegetable Protein
- 5.5. Other Types

## **CHAPTER 6. EUROPE SALT SUBSTITUTE MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

- 6.1. Bakery and Confectionery

- 6.2. Snacks
- 6.3. Meat and Poultry
- 6.4. Beverages
- 6.5. Soups, Salads, Sauces, and Dressings
- 6.6. Other Applications

## **CHAPTER 7. EUROPE SALT SUBSTITUTE MARKET SIZE & FORECASTS BY COUNTRY 2022-2032**

- 7.1. U.K. Salt Substitute Market
  - 7.1.1. Type breakdown size & forecasts, 2022-2032
  - 7.1.2. Application breakdown size & forecasts, 2022-2032
- 7.2. Germany Salt Substitute Market
- 7.3. France Salt Substitute Market
- 7.4. Spain Salt Substitute Market
- 7.5. Italy Salt Substitute Market
- 7.6. Rest of Europe Salt Substitute Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Company
  - 8.1.2. Company
  - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Koninklijke DSM N.V.
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Market Strategies
  - 8.3.2. Alsiano A/S
  - 8.3.3. Givaudan SA
  - 8.3.4. Company
  - 8.3.5. Company
  - 8.3.6. Company
  - 8.3.7. Company
  - 8.3.8. Company

8.3.9. Company

8.3.10. Company

## **CHAPTER 9. RESEARCH PROCESS**

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Europe Salt Substitute Market, report scope

TABLE 2. Europe Salt Substitute Market estimates & forecasts by Country 2022-2032 (USD Million)

TABLE 3. Europe Salt Substitute Market estimates & forecasts by Type 2022-2032 (USD Million)

TABLE 4. Europe Salt Substitute Market estimates & forecasts by Application 2022-2032 (USD Million)

TABLE 5. Europe Salt Substitute Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 6. Europe Salt Substitute Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 7. Europe Salt Substitute Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 8. Europe Salt Substitute Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 9. Europe Salt Substitute Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 10. Europe Salt Substitute Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 11. Europe Salt Substitute Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 12. Europe Salt Substitute Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 13. Europe Salt Substitute Market by segment, estimates & forecasts, 2022-2032 (USD Million) Europe Salt Substitute Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 14. UK Salt Substitute Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 15. UK Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 16. UK Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 17. Germany Salt Substitute Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 18. Germany Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)



TABLE 19. Germany Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 20. France Salt Substitute Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 21. France Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 22. France Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 23. Italy Salt Substitute Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 24. Italy Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 25. Italy Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 26. Spain Salt Substitute Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 27. Spain Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 28. Spain Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 29. RoE Salt Substitute Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 30. RoE Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 31. RoE Salt Substitute Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 32. List of secondary sources, used in the study of Europe Salt Substitute Market.

TABLE 33. List of primary sources, used in the study of Europe Salt Substitute Market.

TABLE 34. Years considered for the study.

TABLE 35. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Europe Salt Substitute Market, research methodology
- FIG 2. Europe Salt Substitute Market, market estimation techniques
- FIG 3. Europe market size estimates & forecast methods.
- FIG 4. Europe Salt Substitute Market, key trends 2023
- FIG 5. Europe Salt Substitute Market, growth prospects 2022-2032
- FIG 6. Europe Salt Substitute Market, porters 5 force model
- FIG 7. Europe Salt Substitute Market, pestel analysis
- FIG 8. Europe Salt Substitute Market, value chain analysis
- FIG 9. Europe Salt Substitute Market by segment, 2022 & 2032 (USD Million)
- FIG 10. Europe Salt Substitute Market by segment, 2022 & 2032 (USD Million)
- FIG 11. Europe Salt Substitute Market by segment, 2022 & 2032 (USD Million)
- FIG 12. Europe Salt Substitute Market by segment, 2022 & 2032 (USD Million)
- FIG 13. Europe Salt Substitute Market by segment, 2022 & 2032 (USD Million)
- FIG 14. Europe Salt Substitute Market, Country snapshot 2022 & 2032
- FIG 15. Europe Salt Substitute Market 2022 & 2032 (USD Million)
- FIG 16. Europe Salt Substitute Market, company market share analysis (2023)

## I would like to order

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