

# **Global Batter and Breader Premixes Market Size study, by Product Type (Batter and Breader), by Application (Meat, Fish & Seafood, Poultry, and Vegetables) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Batter and Breader Premixes Market is valued at approximately USD 2516.5 million in 2021 and is anticipated to grow with a healthy growth rate of more than 6.4% over the forecast period 2022-2028. Batter and breader premixes are food coatings that can be used to improve the flavor, texture, and moisture content of meat, poultry, vegetables, fish, and shellfish while frying or grilling. Batter is a thin coating that is used to keep the food wet during deep frying. It's made with flour and liquids like eggs, milk, or water. Batter and Breader premixes market is driven by increasing inclination of the consumers toward convenience foods and growing trend of fast-food culture both among young and youth populations. As per Statista, in 2022, the Convenience Food category is expected to generate USD 22.84 billion in revenue. Revenue is estimated to rise at a 20.26 percent annual rate (CAGR 2022-2025), resulting in a market volume of USD 39.72 billion by 2025. Furthermore, the global per capita consumption of chicken increased from 83.8 pounds in 2014 to 93.8 pounds in 2018, according to the National Chicken Council. Since chicken is a low-calorie meat compared to pork and beef products, this is owing to shifting customer preferences for healthier choices. However, the shift toward fresh food products impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Batter and Breader Premixes Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is leading the market, owing to higher consumption of meat and higher number of fast-food outlets. However, Asia Pacific is expected to be the fastest growing region due to increased awareness of the benefits of batter and breader premixes, as

well as an increase in seafood and meat consumption, as well as acceptance of convenience and seafood dishes.

Major market players included in this report are:

Ingredion Incorporated  
McCormick & Company, Inc  
Dutch Protein & Services B.V.  
Coalescence LLC  
Kerry Group PLC  
Archer-Daniels-Midland Company  
Bowman Ingredients  
Cargill Inc.  
Newly Weds Food, Inc.  
Solina Group

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Application offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Batter Premixes  
Breader Premixes

By Application:

Meat  
Fish & Seafood  
Poultry  
Vegetables

By Region:

North America  
U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Batter and Breeder Premixes Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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