

Global 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 Regional Forecasts 2022-2032

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Abstracts

Global Salt Substitute Market is valued at approximately USD 1172.2 million in 2023 and is anticipated to grow with a healthy growth rate of more than 5.67% over the forecast period 2024-2032. A salt substitute is designed to replace regular table salt (sodium chloride) to reduce sodium intake, a measure often advised for those with hypertension or cardiovascular disease. Typically, these substitutes contain potassium chloride as the primary ingredient, providing a salty flavor without the high sodium content. They also include other minerals or flavor enhancers to replicate the taste of regular salt more closely. By significantly lowering sodium levels, salt substitutes aid in managing blood pressure and reducing the risk of heart disease. Potassium chloride, an essential mineral, is the most common component and helps counterbalance the effects of sodium on blood pressure. The rising health awareness is a key trend supporting the growth of the Global Salt Substitute Market. There is a growing consciousness about the health risks associated with high sodium intake, such as hypertension and cardiovascular diseases. This has increased demand for salt substitutes as consumers are inclined towards healthier alternatives.

The rising consumption of processed foods has heightened the demand for salt substitutes in savory snacks, with manufacturers increasingly opting for salt substitutes over traditional salt to enhance market positioning. Many manufacturers are

incorporating ingredients such as yeast extract and hydrolyzed vegetable protein in various processed food items. While sodium is essential for bodily functions, excessive intake is related to high blood pressure. According to the US Food and Drug Administration (FDA), the average American consumes approximately 3,400 milligrams of sodium daily, nearly 50% more than the recommended maximum of 2,300 mg. High sodium consumption causes fluid retention, complicating the heart's ability to pump blood and leading to high blood pressure, which results in heart disease, strokes, and kidney damage. Consequently, the demand for salt substitutes has surged to mitigate these health risks. The American Heart Association states that reducing sodium intake to recommended levels could prevent 450,000 cases of cardiovascular disease and save USD 40 billion in healthcare costs over the next 20 years. Thus, the health benefits of salt substitutes and increased consumer awareness are expected to drive market growth at a substantial rate. However, competition from alternative products and health concerns related to potassium is expected to stifle market growth during the forecast period 2024-2032.

The key regions considered for the global Salt Substitute Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. In 2023, Asia Pacific was the largest regional market in terms of revenue and is also expected to develop at the fastest rate over the forecast period. The incidence of lifestyle-related diseases such as obesity, hypertension, and diabetes is rising in the Asia-Pacific region, which has led to a greater demand for low-sodium food products and salt substitutes as part of disease prevention and management strategies. Additionally, the food industry is focused on innovation, developing new salt substitute formulations and incorporating them into various processed foods to meet consumer demand. Furthermore, global health and wellness trends are influencing consumer behavior in the region, contributing to the growing acceptance and use of salt substitutes. Whereas, the market in Asia Pacific is also expected to develop at the fastest rate over the forecast period.

Major market players included in this report are:

Cargill Inc.

Koninklijke DSM N.V.

Alsiano A/S

Givaudan SA

Ajinomoto Co.

Corbion NV

Tate & Lyle PLC

Jungbunzlauer Suisse AG

Kerry Group PLC

Smart Salt Inc.

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:

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
Middle East & Africa
Saudi Arabia
South Africa
RoMEA

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 regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

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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