

# **US 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) Forecasts 2022-2032**

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## **Abstracts**

US Salt Substitute Market is valued at approximately USD 234.20 million in 2023 and is anticipated to grow with a healthy growth rate of more than 5.54% over the forecast period 2024-2032. Salt substitute is designed to replace ordinary table salt (sodium chloride). Its main purpose is to lower sodium consumption, which is frequently advised for people with hypertension or cardiovascular disease. Potassium chloride is usually the primary element in these replacements, providing a salty taste without excessive amounts of sodium. They also contain other minerals or flavor enhancers to more closely resemble ordinary salt in flavor. Salt replacements assist in controlling blood pressure and lowering the risk of heart disease by dramatically lowering sodium levels. The most prevalent ingredient is potassium chloride, an important element that helps balance out the effects of salt on blood pressure. The rising focus on reduced sodium foods is a key trend that is supporting the growth of the US Salt Substitute Market. The food industry in the US is responding to consumer demand for reduced sodium options by incorporating salt substitutes in various products. This includes processed foods, snacks, condiments, and ready-to-eat meals that are marketed as healthier alternatives.

The increasing health consciousness among consumers as they are becoming more aware of the health risks associated with high sodium intake. This awareness has led to rising demand for salt substitutes as population are inclining alternatives that allow them to reduce sodium consumption without compromising on taste. Additionally, the

prevalence of chronic diseases such as hypertension and cardiovascular issues has fueled the market, as individuals opt for low-sodium options to manage these conditions. Government initiatives and public health campaigns promoting healthy eating habits and reduced salt consumption further contribute to market expansion. Moreover, the growing preference for natural and organic ingredients has led to the development of salt substitutes made from natural sources, meeting consumer preferences. Continuous product innovation, retail expansion, the ageing population's increased demand for healthier choices, and supportive regulatory frameworks are contributing to the growth of the US Salt Substitute Market. Moreover, the US government has implemented various initiatives to encourage reduced sodium consumption. These include educational campaigns and potential future regulations on sodium content in processed foods. This creates a supportive environment for the Salt Substitute Market. However, health concerns regarding potassium and competition from substitute products are anticipated to impede market growth throughout the projected period of 2024–2032.

Major market players included in this report are:

Cargill Inc.

Innophos Holding Inc.

Company 3

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

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 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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