

Global Potassium Benzoate Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Potassium Benzoate market size was valued at USD 24 million in 2023 and is forecast to a readjusted size of USD 38 million by 2030 with a CAGR of 7.0% during review period.

Potassium benzoate (E212), Cas 582-25-2, the potassium salt of benzoic acid, is a food preservative that inhibits the growth of mold, yeast and some bacteria. It works best in low-pH products, below 4.5, where it exists as benzoic acid. Acidic-foods and beverages such as fruit juice (citric acid), sparkling drinks (carbonic acid), soft drinks (phosphoric acid), and pickles (vinegar) may be preserved with potassium benzoate.

In 2019, the global Potassium Benzoate sales market is led by North America, with about 48% of the market share. Europe is the second-largest region-wise market.

The main manufacturers are Emerald Kalama Chemical, Tengzhou Tenglong Chemical and T A.M Food Chemical. The Top 3 took up above 65% of the global market in 2019.

As for the consumption, North America is the largest consumer, who owned about 42% share in global consumption market in 2019. The follower is Europe, accounting for above 24% sales share in 2019.

In terms of types, Food Grade Potassium Benzoate occupied the largest sales share of above 92% in 2019. It is expected that Food Grade Potassium Benzoate will remain an absolute dominance position for a long time in the future.

Based on the application, Food & Beverages application constitutes the largest

application market for Potassium Benzoate. The largest end-use markets for Potassium Benzoate are food & beverages preservatives and etc. In 2019, the market share of Food & Beverages using was about 91%.

The Global Info Research report includes an overview of the development of the Potassium Benzoate industry chain, the market status of Food & Beverages (Food Grade Potassium Benzoate, Pharmaceutical Grade Potassium Benzoate), Personal Care (Food Grade Potassium Benzoate, Pharmaceutical Grade Potassium Benzoate), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Potassium Benzoate.

Regionally, the report analyzes the Potassium Benzoate markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Potassium Benzoate market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Potassium Benzoate market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Potassium Benzoate industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., Food Grade Potassium Benzoate, Pharmaceutical Grade Potassium Benzoate).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Potassium Benzoate market.

Regional Analysis: The report involves examining the Potassium Benzoate market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour

to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Potassium Benzoate market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Potassium Benzoate:

Company Analysis: Report covers individual Potassium Benzoate manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Potassium Benzoate. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Food & Beverages, Personal Care).

Technology Analysis: Report covers specific technologies relevant to Potassium Benzoate. It assesses the current state, advancements, and potential future developments in Potassium Benzoate areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Potassium Benzoate market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Potassium Benzoate market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Food Grade Potassium Benzoate

Pharmaceutical Grade Potassium Benzoate

Market segment by Application

Food & Beverages

Personal Care

Pharmaceutical

Others

Major players covered

Emerald Kalama Chemical

Tengzhou Tenglong Chemical

A.M Food Chemical

Tengzhou Aolong Chemical

Macco Organiques Inc.

FBC Industries

Shandong Tong Tai Wei Run Chemical

Shandong Ruisheng Biotechnology

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Potassium Benzoate product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Potassium Benzoate, with price, sales, revenue and global market share of Potassium Benzoate from 2019 to 2024.

Chapter 3, the Potassium Benzoate competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Potassium Benzoate breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Potassium Benzoate market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Potassium Benzoate.

Chapter 14 and 15, to describe Potassium Benzoate sales channel, distributors, customers, research findings and conclusion.

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