

Global Pure Xanthan Gum Powder Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pure Xanthan Gum Powder market size is expected to reach \$ 1490 million by 2032, rising at a market growth of 5.4% CAGR during the forecast period (2026-2032).

Xanthan gum is a complex polysaccharide produced by the fermentation of sugars (glucose, sucrose, lactose) by *Xanthomonas campestris*. Xanthan gum is usually an organic product made from fermented corn starch. It is usually a white or light yellow powder. Pure xanthan gum powder is one of the most superior biological gums that integrates thickening, suspension, emulsification and stabilization. It is widely used in food, petroleum, medicine, cosmetics and other industries.

In 2025, global sales of Pure Xanthan Gum Powder reached approximately 308 K tons, with an average global market price of around US\$ 3,316/ton. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 20% to 50%.

The market for Pure Xanthan Gum Powder can be understood as a sub-segment of the xanthan gum market characterized by single-ingredient composition, powder form and higher formulation transparency. Compared with compound thickener blends, pure xanthan gum powder allows downstream users to control dosage, viscosity, texture and label claims more precisely. Therefore, it has stable demand in food, bakery, beverages, personal care and selected industrial formulations. As food manufacturing moves toward clean label, gluten-free, plant-based and high-functionality low-dosage formulations, pure xanthan gum powder remains attractive for customers requiring transparent ingredient lists, batch consistency and predictable performance.

Key demand drivers include the expansion of convenience foods, compound seasonings, gluten-free bakery, plant-based foods, and low-sugar or low-fat formulations, all of which rely on xanthan gum for thickening, suspension, emulsion stabilization and mouthfeel improvement. In personal care, the preference for naturally derived or fermentation-derived rheology modifiers supports its use in lotions, gels, cleansing products and toothpaste. In industrial applications, demand is driven by anti-settling performance, salt tolerance, shear stability and water-phase stabilization in oilfield fluids, agrochemical formulations, coatings and slurry systems.

From a competitive perspective, Pure Xanthan Gum Powder is not a fully independent market separate from xanthan gum, but a product form supported by food-grade, industrial-grade, personal care-grade and pharmaceutical-grade xanthan gum supply. Competition is mainly determined by fermentation scale, cost control, viscosity consistency, particle size control, microbiological quality, hydration speed, clarity and regulatory documentation. Future product upgrading is expected to focus on rapid-hydration, low-dust, high-clarity, non-GMO, organic-compatible and high-purity grades, while the industry remains exposed to sugar feedstock costs, energy prices, environmental compliance costs, trade policies and substitution from other hydrocolloids.

This report studies the global Pure Xanthan Gum Powder production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pure Xanthan Gum Powder and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Pure Xanthan Gum Powder that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pure Xanthan Gum Powder total production and demand, 2021-2032, (Tons)

Global Pure Xanthan Gum Powder total production value, 2021-2032, (USD Million)

Global Pure Xanthan Gum Powder production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Pure Xanthan Gum Powder consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Pure Xanthan Gum Powder domestic production, consumption, key domestic manufacturers and share

Global Pure Xanthan Gum Powder production by manufacturer, production, price, value

and market share 2021-2026, (USD Million) & (Tons)

Global Pure Xanthan Gum Powder production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Pure Xanthan Gum Powder production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Pure Xanthan Gum Powder market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Fufeng Group, Meihua Group, CP Kelco, Deosen Biochemical, Jianlong Biotechnology, Jungbunzlauer, Cargill, IFF, Hebei Xinhe Biochemical, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Pure Xanthan Gum Powder market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Pure Xanthan Gum Powder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pure Xanthan Gum Powder Market, Segmentation by Type:

Food Grade

Petroleum Grade

Pharmaceutical Grade

Cosmetic Grade

Industrial Grade

Global Pure Xanthan Gum Powder Market, Segmentation by Purity:

Purity ? 99%

Purity ? 99%

Global Pure Xanthan Gum Powder Market, Segmentation by Particle Size:

40-80 Mesh

80-120 Mesh

Other

Global Pure Xanthan Gum Powder Market, Segmentation by Application:

Food and Beverage

Petroleum

Pharmaceutical

Cosmetics

Other

Companies Profiled:

Fufeng Group

Meihua Group

CP Kelco

Deosen Biochemical

Jianlong Biotechnology

Jungbunzlauer

Cargill

IFF

Hebei Xinhe Biochemical

Key Questions Answered:

1. How big is the global Pure Xanthan Gum Powder market?
2. What is the demand of the global Pure Xanthan Gum Powder market?
3. What is the year over year growth of the global Pure Xanthan Gum Powder market?
4. What is the production and production value of the global Pure Xanthan Gum Powder market?
5. Who are the key producers in the global Pure Xanthan Gum Powder market?
6. What are the growth factors driving the market demand?

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