

Carrot Fiber Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Carrot Fiber Market reached a size of USD 250.2 million in 2023 and is projected to grow at a CAGR of 6.4% from 2024 to 2032. The global carrot fiber market is witnessing significant changes, driven by shifts in consumer preferences, technological advancements, and evolving industry standards. Carrot fiber, a byproduct of carrot processing, is gaining recognition in the food sector for its functional and nutritional benefits. The food industry is increasingly leaning towards natural, clean-label, and functional ingredients. Carrot fiber, rich in dietary fiber, vitamins, and antioxidants, fits perfectly into this trend.

As health consciousness rises among consumers, there's a noticeable shift towards products that offer benefits beyond basic nutrition. The overall carrot fiber industry is classified based on product, application, and region. In 2023, conventional carrot fiber was valued at USD 172.4 million and is projected to grow at a CAGR of 6.6% from 2024 to 2032. Sourced from carrots grown using standard agricultural practices, conventional carrot fiber may involve the use of synthetic fertilizers, pesticides, and herbicides. Its wider availability and lower price compared to organic alternatives make conventional carrot fiber a preferred choice for large-scale food manufacturers.

These manufacturers can integrate the fiber into their products without incurring significant cost increases. Conventional carrot fiber is commonly found in processed foods like bakery items, snacks, and breakfast cereals. Valued at USD 134.4 million in 2023, the food & beverage industry segment is set to grow at a CAGR of 6.8% from 2024 to 2032. As the primary consumer of carrot fiber, the beverage and food sector leverages its functional and health benefits across a wide range of products. In bakery items, carrot fiber enhances texture, moisture retention, and shelf life.

With a growing consumer preference for low-calorie, high-fiber baked goods, the demand for carrot fiber has surged, allowing manufacturers to cater to these health-focused preferences without compromising on taste or quality. North America, holding a

value of USD 87.7 million in 2023, is anticipated to grow at a CAGR of 7%. The carrot fiber market in North America is driven by a growing preference for natural and functional ingredients. With a strong food and beverage sector, the region emphasizes both innovation and sustainability. The U.S. emerges as the leading player, driven by a rising demand for health-focused products and a strong emphasis on clean-label ingredients. In North America, heightened health awareness is driving the demand for functional foods that offer benefits beyond basic nutrition.

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