

# **Ketones Market Size, Share & Trends Analysis Report By Type (Ketone Salts, Ketone Oil), By Application (Dietary Supplements, Food & Beverages), By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Ketones Market Growth & Trends**

The global ketones market size is anticipated to reach USD 30.25 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 3.6% from 2022 to 2030. The market is driven by the growing awareness regarding keto diets in dietary supplements, food and beverage, and personal care and cosmetics across the globe.

The growing interest in weight management and healthy lifestyles among the general public and the increasing demand for ketone supplements are a few of the main factors fueling market revenue growth. Along with it, the rising use of natural ingredients is also a major factor facilitating market growth.

Chronic diseases such as cancer, cardiovascular problems, diabetes, and obesity are becoming more common due to lifestyle modifications and poor eating practices. One of the main causes of death is obesity as those who are obese are more likely to contract numerous illnesses and health problems. People all around the world are focusing on modifying their food habits and moving toward healthy lifestyles to maintain healthy living. The demand for the product is rising as a result of factors such as rising convenience food consumption, rising disposable income, and rising adoption of healthier lifestyles. To meet growing consumer demand, a number of large companies

are manufacturing improved products.

The dietary supplements application segment accounted for the largest revenue share in 2021. Higher prevalence of various chronic diseases, knowledge of the advantages of ketone supplements, weight loss, rising interest in leading healthy lifestyles, and rising use of these supplements among athletes and sportspeople are some of the factors contributing to this segment growth.

The majority of the industry participants are inclined towards differentiating themselves from other players as the market is fragmented and competitive. Manufacturers of dietary supplements, personal care products, and cosmetics based on ketones are continuously engaged in research and development and introducing new products with new flavors in order to attract customers.

### Ketones Market Report Highlights

The dietary supplements application segment is expected to register the fastest CAGR over the forecast period. This is attributed to the rising consumption of the keto diet among health enthusiasts and rising awareness regarding ketones in dietary supplements

The ketone salts segment is expected to expand at the fastest revenue-based CAGR of 4.2% over the forecast period owing to the capability of these salts to increase ketone levels in blood without a keto diet just like ketosis and provide energy

Ketone oil held the largest revenue share of over 50.0% in 2021. This is attributed to its antioxidant, anti-microbial, and anti-inflammatory capabilities. Moreover, it is used as a carrier for active ingredients and viscosity regulator and as an emollient in cosmetics and personal care products

Europe is expected to expand at the fastest revenue-based CAGR of 4.1% over the forecast period owing to the production of customized cosmetics and personal care products and growing consumer awareness regarding the use of natural ingredients

Key companies are involved in rapid research and development and they dominate the global market with their extensive presence throughout the value chain



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