

Reduced Salt Food Products Market Size, Share & Trends Analysis Report By Product Type (Meat, Poultry, & Seafood, Snacks), By Distribution Channel (Offline, Online), By Region (APAC, North America), And Segment Forecasts, 2022 - 2030

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Abstracts

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Reduced Salt Food Products Market Growth & Trends

The global reduced salt food products market size was estimated to reach USD 495.1 billion in 2030, registering a CAGR of 5.1% over the forecast period, according to a new report by Grand View Research, Inc. The growing consumption of packaged foods that contain low content of sodium by consumers due to the increasing incidence of various chronic diseases, such as hypertension also commonly known as high blood pressure, is a primary factor expected to drive the industry growth over the forecast period. Moreover, the availability, accessibility, and production of low-sodium food products have been increasing, which is another key factor fueling the industry growth. The significance of healthy eating was emphasized by the COVID-19 pandemic, which positively impacted the industry.

The consumption of processed and packaged foods with a high amount of salt additives has decreased, which will also drive the industry. Hence, the pandemic had a positive impact on the global industry. The snacks segment accounted for the maximum revenue share in 2021 and is projected to expand at the fastest CAGR over the forecast period. The high consumption of snacks with low sodium content by health-conscious consumers is a key factor expected to contribute to the growth of the segment. Furthermore, the increasing demand for healthy snacks is expected to drive the

industry's growth. Asia Pacific accounted for the largest revenue share in 2021. The high prevalence of chronic disorders in the region leads to increased consumption of healthy foods, which is driving the region's growth.

Reduced Salt Food Products Market Report Highlights

The growing working population and hectic lifestyles result in high demand for healthy packaged foods, which is boosting the product consumption

Middle East & Africa is expected to register the fastest growth rate during the forecast period

The high adoption of healthy eating habits by the targeted population due to the increasing cases of chronic diseases is expected to boost the industry growth in the region

The online segment is anticipated to register the fastest CAGR during the forecast period

The segment growth can be attributed to the rising preference for online channels as they provide several benefits including discounts and home delivery

Key players are adopting various strategies including global expansion, partnerships, acquisitions & mergers, development & launch of new products, and others to gain higher shares in the global market

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