

Sugar Beet Juice Extract Market Size, Share & Trends Analysis Report By Application (Food & Beverages, Animal Feed), By Distribution Channel (Online, Convenience Stores), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Sugar Beet Juice Extract Market Growth & Trends

The global sugar beet juice extract market size is expected to reach USD 8.60 billion by 2030, registering a CAGR of 6.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. Rising demand for natural sweetener in food processing industries is anticipated to drive the growth.

Manufacturers have started using natural sweeteners like molasses to cater to the rising demand for organic energy drinks and beverages. Increased awareness regarding health and hygiene and demand for organic sugar is anticipated to fuel the demand for products such as sugar beet juice extract. Therefore, companies such as, NutriScience Innovation LLC are coming up with various applications of sugar beet extract in medicines, chemicals, and energy drinks.

Food and beverage segment is projected to witness the fastest CAGR during the forecast period on account of growing demand for convenience foods among the young population. Moreover, increasing economic independency and health consciousness among women has led to a rise in consumption of healthy convenience food, thereby driving the application of sugar beet extracts. The extract acts as a natural sweetener and flavoring and coloring agent. The Flavor Extract Manufacturers Association (FEMA)

and Generally Recognized As Safe (GRAS) have approved the usage of the product as a flavor enhancer. Food manufacturers concentrate on using natural and healthy products for sweetener and flavoring, keeping in mind the health benefits of sugar beet. Extract is also used in producing cereals, bakery products, ice creams, and confectionery.

Supermarkets/hypermarkets is expected to reach USD 2.77 billion by 2025, with a CAGR of 5.3% from 2019 to 2025. Availability of a huge range of products offered by different brands enables consumers to compare products before purchasing. The layout of this distribution channel and discounts offered by leading players also help drive the sales volume.

Asia Pacific is expected to register the fastest CAGR of 6.3% from 2019 to 2025. The sugar beet juice extract market in the Asia Pacific has good opportunity for new segments, such as convenience food and alcoholic beverages, as the developing countries including, India, China, and Bangladesh are adopting western culture and lifestyle. Rising demand for ready-to-eat, packaged, and convenience food products is anticipated to do well for the regional market growth.

Sugar Beet Juice Extract Market Report Highlights

The food & beverages segment dominated the market with the largest revenue share of 33.4% in 2024. The rising consumer preference for natural and healthy sweeteners over artificial and refined sugars has significantly boosted the demand for sugar beet juice extract in the food and beverage industry.

Supermarket/hypermarket dominated the market with the largest revenue share of 43.8% in 2024. Supermarkets and hypermarkets provide consumers with the convenience of purchasing a wide variety of products under one roof, making them a preferred shopping destination.

Europe sugar beet juice extract industry dominated the market with the largest revenue share of 31.8% in 2024. Europe has a long-standing tradition of sugar beet cultivation, benefiting from favorable climatic conditions and advanced agricultural practices.

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