

Cassava Starch Market Report by End Use (Sweeteners, MSG/Lysine, Food Industries, Paper Industries, Modified Starch, Sago Pearl, Textile, and Others), and Region 2024-2032

<https://marketpublishers.com/r/C890CFC792B7EN.html>

Date: March 2024

Pages: 136

Price: US\$ 3,899.00 (Single User License)

ID: C890CFC792B7EN

Abstracts

The global cassava starch market size reached US\$ 5.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 7.8 Billion by 2032, exhibiting a growth rate (CAGR) of 4.8% during 2024-2032. The rapid utilization of cassava starch as an essential ingredient for celiac disease and diabetic diet, increasing demand for natural food additives from the food and beverage industry, and the growing popularity of veganism and vegetarianism among the masses represent some of the key factors driving the market.

The Rapid Utilization of Cassava Starch as An Essential Ingredient for Celiac Disease and Diabetic Diet Is Augmenting the Market Growth

The market for cassava starch is experiencing significant growth due to the increasing product usage as an alternative sweetener for consumers with diabetes. Cassava starch has a low glycemic index, thereby preventing a sudden spike in blood sugar levels and is a preferred ingredient for people with diabetes, who need to monitor their blood sugar levels carefully. In addition to this, cassava starch is an effective gluten-free substitute to traditional wheat-based flours, which makes it an ideal ingredient for people who suffer from celiac disease, a digestive disorder caused by heightened gluten sensitivity. With more consumers growing aware of the health benefits of cassava starch, the demand for it as an essential ingredient for celiac disease and diabetic-friendly diet, thereby driving the market. Additionally, the rise in gluten-free and health-conscious food trends has further accelerated the market growth for cassava starch. This trend is resulting in a higher product uptake for preparing a wide range of

food products, including baked goods, sauces, soups, and noodles.

The Increasing Demand for Natural Food Additives From The Food and Beverage Industry Is Stimulating Market Growth

The global cassava market is driven by the increasing demand for cassava starch as a versatile food additive ingredient in food and beverage applications. This can be attributed to the rising demand for processed and convenience foods, coupled with the growing consumer preference for natural and clean label ingredients. Cassava starch, being a natural and minimally processed ingredient, is perceived as a clean label option and is increasingly being used as a substitute for synthetic thickeners and stabilizers in various food and beverage applications. Cassava starch serves as a functional ingredient, providing thickening, stabilizing, and texturizing properties in various food and beverage products, including bakery, confectionery, sauces, soups, and dairy products. This trend is particularly evident in the processed and convenience food segment, where cassava starch is being used as a sustainable alternative for synthetic thickeners and stabilizers.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is fragmented in nature due to the presence of large number of manufacturers. The volume of new entrants is low in the cassava starch industry due to its high capital costs and economies of scale.

What is Cassava Starch?

Cassava starch is a starch derived from the cassava root, an edible tuber crop native to South America that is widely cultivated around the world in tropical and subtropical regions. Starch content in cassava starch is typically more than 80%, which makes it a highly concentrated source of starch and it is generally used as a food ingredient or additive. Cassava starch is characterized by a fine texture, neutral flavor and odor, excellent thickening and gelling properties, high viscosity, and gluten-free properties. The thickening properties of cassava starch are retained even at high temperatures and under acidic conditions, making it ideal for use in a variety of food processing applications. Cassava starch stabilizes food products, which helps prevent phase separation, syneresis, and other undesirable changes to texture and consistency. In addition to providing barrier properties, cassava starch can improve the shelf life of food products by forming edible coatings and films.

Cassava Starch Market Trends:

The growing popularity of ethnic cuisines using cassava as a staple food and essential ingredient, is driving the demand for cassava starch as a key ingredient. In line with this, continual technological advancements in cassava starch processing, including improved extraction methods, refining techniques, and modified starch production is providing an impetus to the market. Moreover, the rising international trade and globalization of cassava cultivation is resulting in the implementation of favorable government policies supporting cassava production, processing, and export, which in turn is propelling the market. In addition to this, the augmenting demand for gluten-free, vegan, and plant-based dietary patterns is resulting in a higher uptake of cassava starch as an alternative ingredient in diverse food applications, thereby creating a positive market outlook. Furthermore, the easy product availability across online and offline organized retail channels is also acting as a significant growth-inducing factor for the market. Besides this, the introduction of innovative product variants by the manufacturers, such as SO, FSSC, and GMP certifications is creating lucrative growth opportunities in the market. Also, the rapid product utilization as a sizing agent in the textile and paper and pulp industries is impacting the market favorably. The market is further driven by the increasing usage of cassava starch in the pharmaceutical industry as an excipient for the formulation of tablets and capsules. Some of the other factors contributing to the market include rapid urbanization, rising prevalence of chronic diseases such as obesity and diabetes, inflating disposable income levels, and extensive research and development (R&D) activities conducted by key players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global cassava starch market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on end-use.

End Use Insights:

- Sweeteners
- MSG/Lysine
- Food Industries
- Paper Industries
- Modified Starch
- Sago Pearl
- Textile
- Others

The report has provided a detailed breakup and analysis of the cassava starch market based on the end use. This includes sweeteners, MSG/lysine, food industries, paper industries, modified starch, sago pearl, textile, and others. According to the report, sweeteners represented the largest segment due to the excellent texture and attributes, such as smoothness, creaminess, and viscosity, offered by cassava starch-based sweeteners to numerous dishes. In addition to this, the increasing number of health-conscious consumers adopting natural alternatives to artificial sweeteners is resulting in a higher uptake of natural and minimally processed cassava starch-based sweeteners.

Regional Insights:

Production

Asia

Africa

Latin America

Others

Consumption

China

Indonesia

Malaysia

Japan

Philippines

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include production (Asia, Africa, Latin America, and others) and consumption (China, Indonesia, Malaysia, Japan, Philippines, and others). According to the report, Asia was the largest market for cassava starch. Some of the factors driving the Asia cassava starch market included the rising health consciousness among the masses, continual technological advancements in cassava starch processing, increasing demand for natural food additives from the food and beverage industry, rising international trade and globalization of cassava cultivation, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global cassava starch market. Some of the companies covered in the report include:

TCS Tapioca

Eiamheng Tapioca
Sunrise International
PT Buda Starch & Sweetener
Sharp SPAC Tapioca

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global cassava starch market in 2023?
2. What is the expected growth rate of the global cassava starch market during 2024-2032?
3. What are the key factors driving the global cassava starch market?
4. What has been the impact of COVID-19 on the global cassava starch market?
5. What is the breakup of the global cassava starch market based on the end-use?
6. What are the key regions in the global cassava starch market?
7. Who are the key companies/players in the global cassava starch market?

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