

Egg Powder Market Report by Type (Whole Egg Powder, Yolk Egg Powder, White Egg Powder), End Use (Bakery, Sauces, Dressings and Mixes, and Others), and Region 2024-2032

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Abstracts

The global egg powder market size reached US\$ 1,943.3 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2,767.1 Million by 2032, exhibiting a growth rate (CAGR) of 3.9% during 2024-2032. The increasing research and development activities to discover new applications and formulations for the product, the rising governments initiatives promoting food security and food processing industries, the growing food service industry, and the escalating product use across the food industry are some of the factors propelling the market

Egg powder, a highly nutritious and versatile food ingredient, is produced using spray drying, effectively removing moisture from fresh eggs. This process results in a powdered form of eggs that boasts an impressive array of beneficial nutrients, including protein, calcium, minerals, and calories. It is an excellent choice for those seeking a lactose-free option, and it contains significantly lower levels of carbohydrates, cholesterol, and fat compared to whole eggs. One of the most significant advantages of egg powder is its extended shelf life, ensuring its storage longevity. Its remarkable binding and emulsion properties make it an exceptional substitute for raw eggs in various culinary creations. Whether baking, cooking, or whipping up a delightful dessert, it is an ideal alternative. Furthermore, its lightweight and non-perishable nature allows hassle-free transportation, making it an excellent option for outdoor enthusiasts, campers, and hikers. Its versatility extends beyond traditional egg-based dishes, making it an innovative and reliable ingredient for food industries and culinary enthusiasts.

The global market is majorly driven by the increasing demand for protein-rich and

nutrient-dense food products. In line with this, the rising product adoption in the bakery and confectionery industry is significantly contributing to the market. Furthermore, the growing awareness among consumers regarding the health benefits of the product is creating a positive outlook for the market. Apart from this, the expanding applications in the food processing and ready-to-eat meal sectors are positively influencing the market. Moreover, the escalating vegetarian and vegan population seeking plant-based alternatives is catalyzing the market. Rapid technological advancements in spray drying methods for efficient production are offering numerous opportunities for the market. Besides, the longer shelf life and cost-effectiveness of the product are propelling its demand worldwide. Additionally, the increasing product use in the sports nutrition industry for muscle recovery and growth is providing a boost to the market. The rising popularity of egg-based protein supplements among fitness enthusiasts is providing an impetus to the market.

Egg Powder Market Trends/Drivers:

Rising demand for gluten-free and allergen-free food products

The rising demand for gluten-free and allergen-free food products is strengthening the market. With an increasing number of individuals being diagnosed with gluten intolerance, celiac disease, and various allergies, there is a growing need for safe and alternative food options. Egg powder, a natural and gluten-free ingredient, has emerged as a sought-after solution for meeting these dietary requirements. Consumers with gluten sensitivities or allergies can find solace in this powder, as it is a valuable substitute for gluten-containing thickeners and binders commonly found in many processed food products. Its exceptional emulsifying and binding properties make it a versatile gluten-free baking and cooking ingredient. Furthermore, its allergen-free nature makes it a safe choice for individuals with various food allergies, such as dairy, soy, or nuts. This has led to increased adoption of the product in a wide range of food products, including baked goods, snacks, and ready-to-eat meals, catering to the growing demand for allergen-free options.

Growing product adoption by the pet food industry to improve animal nutrition

The growing product adoption by the pet food industry is a significant driver fueling the market's growth. Pet owners are increasingly conscious of their pets' nutrition and well-being, seeking high-quality and nutritious food options. With its rich protein content, vitamins, and minerals, Egg powder offers an ideal solution for enhancing animal nutrition. As an easily digestible and bioavailable source of essential nutrients, this powder can improve the overall health and vitality of pets. Its inclusion in pet food

formulations can help support muscle development, strengthen bones, and boost the immune system. Moreover, its versatility allows it to be incorporated into various pet food products, such as kibble, treats, and supplements, offering a wide range of options to meet different dietary needs. As the pet food industry continues to experience steady growth and increased consumer demand for premium pet nutrition, its popularity is expected to accelerate. Manufacturers recognize its potential as a valuable ingredient, leading to innovative pet food formulations prioritizing animal health and nutrition. This trend is poised to drive the expansion of the market.

Escalating interest in functional and fortified food products

The escalating interest in functional and fortified food products is bolstering the product demand. Consumers increasingly seek food items beyond basic nutrition and offering additional health benefits. Functional foods, enriched with bioactive compounds and nutrients, are gaining popularity due to their potential to support overall well-being and address specific health concerns. The product aligns perfectly with this demand, as it is a nutrient-dense ingredient rich in proteins, vitamins, and minerals. Its incorporation into functional food formulations enhances the nutritional profile of the end products, making them more appealing to health-conscious consumers. Furthermore, its versatility allows it to be fortified with other bioactive ingredients, such as omega-3 fatty acids, antioxidants, and probiotics, enhancing its functional properties and promoting various health benefits.

Egg Powder Industry Segmentation:

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

Breakup by Type:

Whole Egg Powder

Yolk Egg Powder

White Egg Powder

Whole egg powder dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes whole egg powder, yolk egg powder, and white egg powder. According to the report, whole egg powder represented the largest segment.

The popularity and demand for whole egg powder are positively influencing the market. The product offers the convenience of a complete egg without refrigeration or cracking individual eggs. This ease of use has attracted various food industries, including bakeries, confectioneries, and ready-to-eat meal manufacturers, who can now efficiently incorporate the goodness of eggs into their products.

Moreover, the product's extended shelf life and non-perishable nature make it an ideal choice for domestic and industrial use, leading to increased adoption and market expansion. Its exceptional binding and emulsifying properties contribute to improved texture and consistency in various culinary creations. As consumers are becoming more health-conscious, the product's nutrient-dense profile, containing protein, vitamins, and minerals, appeals to those seeking nutritious food options. Additionally, its versatility enables it to be used in a wide range of recipes, making it a preferred ingredient for chefs and home cooks.

Breakup by End Use:

Bakery

Sauces, Dressings and Mixes

Others (Desserts, Dietary Supplements, Pharma, etc.)

Bakery dominates the market

The report has provided a detailed breakup and analysis of the market based on the end use. This includes bakery, sauces, dressings and mixes, and others (desserts, dietary supplements, pharma, etc.). According to the report, bakery represented the largest segment.

The rising product demand in the bakery sector worldwide is catalyzing the market. Bakery products, from bread and pastries to cakes and cookies, often require eggs as a crucial ingredient for texture, structure, and flavor enhancement. However, using fresh eggs can be logistically challenging, and they may have limited shelf life, leading to potential wastage. This powder is an efficient solution for bakery industries, offering a convenient and long-lasting alternative to fresh eggs. It ensures consistent quality and reliable performance, eliminating concerns about egg availability and storage constraints.

Moreover, its ability to act as an emulsifier and binder enhances the baking process and

yields excellent results, contributing to the overall appeal of bakery products. As the demand for bakery goods continues to rise globally, the bakery sector's increasing reliance on the product is propelling the market. The convenience, versatility, and extended shelf life of the product align perfectly with the bakery industry's requirements, making it a preferred choice and driving the market's sustained growth.

Breakup by Region:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

North America exhibits a clear dominance, accounting for the largest market share

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, Europe, North America, the Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share.

North America has an increasing focus on convenience, health-consciousness, and the need for versatile food ingredients. This powder aligns perfectly with these preferences, offering a convenient and nutritious alternative to fresh eggs. The region's expanding food processing and ready-to-eat meal industries are major consumers of this powder, incorporating it into a wide range of products to enhance nutritional content and improve texture.

Additionally, the rising awareness of gluten-free and allergen-free diets in North America has increased product adoption in various food formulations. Furthermore, the presence of top companies and their efforts in product innovation, strategic partnerships, and marketing initiatives have contributed to the growth of the market in the region. As consumer demand for functional and fortified food products continues to rise, North America remains a key driver in driving market expansion.

North America enjoys the leading position in the market on account of the growing consumption of ready-to-eat (RTE) and processed food items in the region, which are made using egg powder.

Competitive Landscape:

Top companies are strengthening market growth through their strategic initiatives and product innovations. These companies continuously invest in research and development to enhance the quality and functionality of egg powder products. By incorporating advanced technologies and production methods, they can efficiently meet the increasing demand for egg powder across various industries. These leading companies are also expanding their distribution networks to reach a broader customer base globally. They are establishing strong partnerships with retailers, wholesalers, and food service providers, ensuring wider availability and accessibility of their egg powder products. Moreover, these companies are actively promoting the product's nutritional benefits and versatile applications, creating awareness among consumers and food manufacturers. Through marketing campaigns and educational efforts, they drive the understanding of the product's advantages, leading to higher adoption rates and market expansion.

The report has provided a comprehensive analysis of the competitive landscape in the egg powder market. Detailed profiles of all major companies have also been provided.

Sanovo Technology Group

WEKO Eiproducten BV

Eurovo S.R.L.

Rembrandt Enterprises Inc.

Rose Acre Farms, Inc.

Kewpie Egg Corporation

Recent Developments:

In 2023, Sanovo Technology Group launched an innovative egg-breaking technology, BreakerPro. It is an egg breaker that offers the highest yield and most sustainable solutions.

In 2023, Eurovo S.R.L expanded its ProUp range. It is an inaugural dairy-free protein drink for the Italian market, obtained from the natural proteins found in egg whites and offered in four delectable flavors.

Key Questions Answered in This Report

1. What was the size of the global egg powder market in 2023?
2. What is the expected growth rate of the global egg powder market during 2024-2032?
3. What has been the impact of COVID-19 on the global egg powder market?
4. What are the key factors driving the global egg powder market?
5. What is the breakup of the global egg powder market based on the type?

6. What is the breakup of the global egg powder market based on the end use?
7. What are the key regions in the global egg powder market?
8. Who are the key players/companies in the global egg powder market?

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