

Pink Himalayan Salt Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global pink himalayan salt market size reached US\$ 226.0 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 265.7 Million by 2028, exhibiting a growth rate (CAGR) of 2.7% during 2023-2028.

Himalayan pink salt is a natural, pink-hued variant of salt that contains extra minerals and nutrients than regular salt. It is free from chemicals and enriches the body with magnesium, calcium, zinc, iron, and potassium, which help maintain electrolytes and boost immunity. It helps cleanse the respiratory system and provides relief from asthma, hay fever, sinus infections, and allergies. It aids in weight loss, helps solve digestive problems, and prevents gas accumulation by promoting acid-alkaline balance. Besides this, its moderate consumption improves serotonin levels and assists in reducing stress, promoting sound sleep, boosting energy, and relieving depression. As a result, pink Himalayan salt is extensively used in the food and beverage (F&B) industry for seasoning, cooking, and preserving foods.

Pink Himalayan Salt Market Trends:

The rising prevalence of chronic medical disorders, such as obesity, diabetes, asthma, and other respiratory diseases, represents one of the key factors positively influencing the market. In addition, the growing awareness among individuals about the health benefits of pink Himalayan salt over regular table salt is catalyzing its demand across the globe. The escalating demand for salt with low sodium content and the shifting consumer preferences towards organic food are also contributing to market growth. Apart from this, the expansion of spas, along with the emerging trend of salt therapy, is driving the sales of pink Himalayan salt as it cures skin allergies and lifestyle diseases, which is stimulating the market growth. Furthermore, the proliferation of the e-

commerce industry that provides doorstep delivery, exciting deals and discounts, online payment methods, and easy availability of products is offering lucrative growth opportunities to leading market players. Moreover, the increasing utilization of pink Himalayan salt for non-dietary purposes, such as formulating bath salts and salt lamps, is creating a positive market outlook.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global pink himalayan salt market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, application and distribution channel.

Breakup by Type:

- Iodized
- Unionized

Breakup by Application:

- Food and Beverages
- Salt Lamps
- Bath Salts
- Gourmet Salts
- Others

Breakup by Distribution Channel:

- Supermarket/Hypermarket
- Convenience Stores
- Online Stores
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
- China

Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being BJ's Wholesale Club Holdings Inc., Evolution Salt Co., Frontier Co-Op, Himalayan Salt Company, McCormick & Company Inc., Natierra Superfoods, Naturo Healthplus, Premier Foods plc, Saltan Ltd., San Francisco Salt Company and Urban Platter.

Key Questions Answered in This Report:

How has the global pink himalayan salt market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global pink himalayan salt market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global pink himalayan salt market and who are the key

players?

What is the degree of competition in the industry?

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