

# **Pink Himalayan Salt Market Report by Type (Iodized, Unionized), Application (Food and Beverages, Salt Lamps, Bath Salts, Gourmet Salts, and Others), Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Online Stores, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/P6C5186EA573EN.html>

Date: April 2024

Pages: 135

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

ID: P6C5186EA573EN

## **Abstracts**

The global pink himalayan salt market size reached US\$ 232.0 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 286.8 Million by 2032, exhibiting a growth rate (CAGR) of 2.31% during 2024-2032.

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 2024-2032. 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

1. What was the size of the global pink Himalayan salt market in 2023?
2. What is the expected growth rate of the global pink Himalayan salt market during 2024-2032?
3. What are the key factors driving the global pink Himalayan salt market?
4. What has been the impact of COVID-19 on the global pink Himalayan salt market?

5. What is the breakup of the global pink Himalayan salt market based on the distribution channel?
6. What are the key regions in the global pink Himalayan salt market?
7. Who are the key players/companies in the global pink Himalayan salt market?

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