

# Food Humectants Market - Forecasts from 2019 to 2024

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## Abstracts

The food humectants market is estimated to witness a CAGR of 6.97% to reach US\$27,891.126 million in 2024 from US\$18,613.198 million in 2018. Humectants are food additives mostly used for the purpose of controlling viscosity and texture and also to retain moisture, improve softness and reduce water activity. Increasing consumer inclination towards nutritional food and functional beverages is a key factor driving the growth of the food humectants market. The growing awareness about food additives, change in lifestyle of consumers and the adoption of a healthy lifestyle is further expected to fuel up the market growth during the forecast period.

The food humectants market has been segmented on the basis of source, type, application, and geography. By source, synthetic is expected to hold a significant market share owing to the wide application of synthetic humectants in major industries such as food & beverage, cosmetics, personal care, and others. By type, sugar alcohol segment is anticipated to hold substantial share on account of high usage of sugar alcohol in bakery and other food products.

Geographically, North America region is expected to hold highest market share due to FDA approval of using humectants in food and beverage products, while Asia-Pacific is also projected to be a prominent region for the food humectants market during the forecast period owing to the rising disposable income in countries like China and India coupled with increasing demand for functional and nutritional food.

## DRIVERS

Improving consumer lifestyle.

Rapidly growing food and beverage industry.

## RESTRAINTS

Stringent regulations

The major players profiled in the Food Humectants market include Cargill, Inc., Roquette Frères, Archer Daniels Midland, Galactica, Ingredion Incorporated, BASF SE, Corbion N.V, The DOW Chemical Company, and Barentz.

## Segmentation

The food humectants market has been analyzed through the following segments:

### By Source

Synthetic

Natural

### By Type

Sugar Alcohol

Glycerol

Glycol

Others

### By Application

Bakery Products

Functional & Nutritional Foods

Beverages

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

## Contents

### **1. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Currency
- 1.5. Assumptions
- 1.6. Base, and Forecast Years Timeline

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Design
- 2.2. Secondary Sources

### **3. KEY FINDINGS**

### **4. MARKET DYNAMICS**

- 4.1. Market Segmentation
- 4.2. Market Drivers
- 4.3. Market Restraints
- 4.4. Market Opportunities
- 4.5. Porter's Five Forces Analysis
  - 4.5.1. Bargaining Power of Suppliers
  - 4.5.2. Bargaining Power of Buyers
  - 4.5.3. Threat of New Entrants
  - 4.5.4. Threat of Substitutes
  - 4.5.5. Competitive Rivalry in the Industry
- 4.6. Life Cycle Analysis - Regional Snapshot
- 4.7. Market Attractiveness

### **5. FOOD HUMECTANTS MARKET BY SOURCE**

- 5.1. Natural
- 5.2. Synthetic

### **6. FOOD HUMECTANTS MARKET BY TYPE**

- 6.1. Sugar Alcohol
- 6.2. Glycerol
- 6.3. Glycol
- 6.4. Others

## **7. FOOD HUMECTANTS MARKET BY APPLICATION**

- 7.1. Bakery Products
- 7.2. Functional & Nutritional Foods
- 7.3. Beverages
- 7.4. Others

## **8. FOOD HUMECTANTS MARKET BY GEOGRAPHY**

- 8.1. North America
  - 8.1.1. USA
  - 8.1.2. Canada
  - 8.1.3. Mexico
- 8.2. South America
  - 8.2.1. Brazil
  - 8.2.2. Argentina
  - 8.2.3. Others
- 8.3. Europe
  - 8.3.1. Germany
  - 8.3.2. France
  - 8.3.3. United Kingdom
  - 8.3.4. Spain
  - 8.3.5. Others
- 8.4. Middle East and Africa
  - 8.4.1. Saudi Arabia
  - 8.4.2. Israel
  - 8.4.3. Others
- 8.5. Asia Pacific
  - 8.5.1. China
  - 8.5.2. Japan
  - 8.5.3. South Korea
  - 8.5.4. India
  - 8.5.5. Others

## **9. COMPETITIVE INTELLIGENCE**

9.1. Competitive Benchmarking and Analysis

9.2. Recent Investments and Deals

9.3. Strategies of Key Players

## **10. COMPANY PROFILES**

10.1. Cargill Inc.

10.2. Batory Foods

10.3. Roquette Frères

10.4. Archer Daniels Midland

10.5. Galactic

10.6. Ingredion Incorporated

10.7. BASF SE

10.8. Corbion N.V

10.9. The DOW Chemical Company

10.10. Barentz

LIST OF FIGURES

LIST OF TABLES

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