

Global Mustard Market - Forecasts from 2020 to 2025

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Abstracts

The global mustard market is expected to grow at a compound annual growth rate of 5.81% over the forecast period to reach a market size of US\$7.442 billion in 2025 from US\$5.302 billion in 2019. The market is currently witnessing a higher growth because of the applications of the mustard seeds that are widely used in the food and beverage industry, personal care, cosmetics, and pharmaceutical industry. Furthermore, the demand for mustard seeds is expected to register significant growth due to its increasing demand for cooking and as a replacement for other cooking oils. The market is currently led by the food and beverage industry because of an increase in the demand for mustard sauce and it is followed by the cosmetics industry because of its natural properties. Sudan currently is the leading producer and exporter of mustard and it is followed by India, Ethiopia, and China. With their increasing demand, mustard has become one of the imperative commercial and cultivated crops in Canada and Europe.

Key Trends

Benefits of Mustard Product

There are a lot of reasons for the increase in the demand for mustard worldwide. With the different consumer choices and preferences, among taste and eating behavior are increasing the demand for mustard condiment sauces demand. There are a lot of health benefits that mustard sauce provides because it contains less sugar and salt as compared to other sauces. It can be added to any food products such as Burgers, Sandwich, Hot dogs, etc. Mustard is also used as a flavoring agent and preservative in many food products. Yellow sauce is highly used to make table mustard as it has excellent emulsifying and stabilizing qualities. Mustard greens are highly popular as it is added into soups and makes a healthy nutritious product that can be consumed in winters. It also helps in pre-venting spoilage of meat products. Mustard seeds are widely popular in cosmetic industries as they act as a hydrating agent, used for natural

scrubbing, and helps in hair growth and preservation.

Increased Imports of Mustard Seeds

There is a huge demand in the food and beverage industry for mustard seeds from which dip sauce, mayonnaise, table mustards can be produced. The yellow mustard sauce has been registering a higher demand as compared to honey mustard, spicy brown because of its use as a flavoring agent in various food dishes. Germany, Brazil, Poland, Romania, and Switzerland are the leading importer of mustard seeds. Mustard oil and Mustard seeds have a substantial demand in the global market. Imports of mustard oil and herbs have also increased because of its therapeutic benefits.

Asia-Pacific Region to Register Highest Growth

With the rising income and a great desire for various healthier food products, Asia-Pacific is seeing impressive growth in the mustard market. India and China are two of the leading exporters of mustard seeds apart from Sudan. Mustard Condiments Sauces are highly popular among millennials. Eu-rope is a significant market for mustard seeds because of a higher demand for mustard paste and oil. Furthermore, Europe is also a leading producer of mustard seeds that is increasing the overall revenue. Canada is also registering a higher growth.

Distribution and Application Channel

Whole seeds, powder, oil, and paste have significant revenue and growth in the mustard market. The mustard sauce and dips are used with a lot of food products. The oil is used for cooking and cosmetic purposes. The distribution is divided into direct and indirect segments. It can be further segmented into retail stores, wholesale markets, farmers market, confectionery stores, and online retail. Retail has a substantial share of revenue, among others. Online retail is expected to increase because of the advancement in technology and with the introduction of various social media applications. There are a lot of private and government-based schemes that allow a small farmer, producer, and retailer to connect directly with the consumer online.

Challenges in the Mustard Market

There is a vital concern in developing countries regarding the cultivation of mustard. Farmers some-times get a lower quality of seeds. Insect pests cause considerable damage which causes a lot of damage and decreases the yield of mustard crops.

Fungal diseases and weeds cause a lot of damage if not controlled. The harvest crops have a storage challenge because of the lack of storage facilities in developing countries. One of the considerable concerns in the mustard industry is adulteration that reduces the quality of the product. There are other social challenges as it is difficult to change consumer eating behavior. Despite that, the mustard market continues to grow.

Competitive Insights

The industry has 5 significant and substantial players such as Backwoods Mustard Company, Mustard and Co, Woeber Mustard Manufacturing Company, Unilever, and Boer's Head Brand. They have consolidated the market and it is not easier to overtake them. The global market is highly fragmented as it is unorganized, and the local players are leading the market. There are a lot of incentives that the government provides to local farmers and producers. Due to that, it is not easier for new outside players to penetrate the market.

Segmentation

By Type

Mustard Seeds

Mustard Oil

Mustard Powder

Others

By Industry

Food and Beverage

Cosmetics

Pharmaceuticals

Others

By Distribution Channels

Online

Offline

Supermarts

Others

By geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

United Kingdom

France

Spain

Italy

Others

Middle East and Africa

Egypt

Saudi Arabia

South Africa

Others

Asia Pacific

China

India

Japan

Indonesia

Australia

Others

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- 10.11. Unilever
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