

# Low Calories Food Market - Forecasts from 2020 to 2025

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## Abstracts

The global low calories food market is expected to grow at a compound annual growth rate of 5.59% over the forecast period to reach a market size of US\$14.157 billion in 2025 from US\$10.214 billion in 2019. The adaptation of health-ier living standards and practices is supplementing the demand for low calories food-based products. The market is growing at a substantial rate and in the coming years, dietary supplements, and various types of functional and sugar substitute foods would drive the overall market growth. Low calories food provides a plethora of benefits. It helps to keep obesity, diabetes, and stress under control and thereby minimizes the risk of cardiovascular diseases. It also helps in weight reduction because the food contains less sugar and fat. Nowadays, low calories foods are gaining extensive attraction globally. Various players are adopting branding and promotional strategies by getting their products advertised from well-known media influencers and celebrities. In addition, the companies have been investing significant capital in the development of novel and innovative low-calorie food products. These types of developments have helped in the growth of the market in the last few years. With the rise of online technology and systems, consumers are becoming aware of the benefits of consuming low calories food products.

### COVID-19 Pandemic Drifted Consumers Towards Low Calories Food Products

COVID-19 has a major positive impact on the market because more people are adopting healthier living standards and have been buying nutritious and safer eatery products. The market has been seeing the growth of low-calorie diets, minimally processed food, functional snacks, and other healthier food products. The trend to purchase low calorie and healthier food products will continue to surge as it helps in the enhancement of immunity and reduces the chances of unwanted diseases during the

time of the pandemic. Hospitals are getting crowded and more people have been moving towards healthier and sustainable living. There has been a demand for dairy-free alternatives such as milk derived from soybean, nuts, almond, and other sources during the pandemic. Plant-based foods are also generating significant growth because of their nutritious, safer, and healthier applications. Low-calorie food is a major part of plant-based nutritious applications which also includes proteins, minerals, dietary fiber, and vitamins. The overall low-calorie food market will continue to register an exponential growth.

### Diabetes and Obesity Concerns and Problems will Drive the Market Growth

1. According to the data given by the World Health Organisation (WHO), There were 422 million people with diabetes in the year 2014, from 108 million in the year 1980. The world-wide prevalence of diabetes was at 8.5% in 2014 and rose from 4.7% in 1980, among adults over 18 years of age. There has been a significant surge in diabetic patients in lower and middle-income nations. Diabetes harms the overall health of a person. They are a cause of stroke, heart attacks, lower limb amputation, kidney failure, and blindness. An estimated 1.6 million people die from diabetes in the year 2016. 2.2 million deaths were caused by high blood glucose in the year 2012. Diabetes can be treated and cured by the consumption of low calorie, healthier, and nutritious food products. There are a plethora of sugar substitute products available in the market. Major companies have been investing a significant amount of capital into the enhancement, development of various types of sugar substitute products. Stevia, Natural Sweeteners, and others are some of the derivatives, that contain no sugar content in it. Archer Daniels Midland, one of the major players in the food and beverage industry has SweetRight™ erythritol products in its portfolio. It is a naturally-sourced, consumer pleasing sweetener with a taste similar to sugar sweetener. The product contains no calorie content and is widely popular in the market.

2. Obesity is also a major problem that is driving the low-calorie food market growth. It is an excessive or abnormal fat disease that presents significant risks and concerns for health. According to the World Health Organisation, more than 1.9 billion adults were overweight in the year 2016. Out of which, 650 million people were obese. 39% of adults that were aged 18 years or over were overweight in the year 2016. The global prevalence rate of obesity tripled between 1975 and 2016. Obesity has been a major problem in the developed countries but in the last few years, it has become a concern in the lower and middle countries too. In Africa, the number of obese children had a surge of 24% since 2000. The global cause of obesity is due to the intake of dense foods that contain high sugar and fat content. Obesity causes diabetes, cardiovascular

diseases, cancer, and musculoskeletal disorders. Obesity can be prevented by the intake of low-calorie food products that contain low sugar and fat content. With the rise in these types of problems, the market will register an exponential growth.

A rise in the demand For Stevia will drive the market growth

Stevia Products will continue to register significant growth in the market. According to various research and studies conducted, stevia is around 200 times more sweetener than sugar. It is sweeter which contains zero calories and doesn't possess any harmful effects on the body. Growing demand for healthier food products would drive the growth of natural sweeteners in the coming years. Stevia is widely used in a variety of food and beverage types like salads, vegetables, go to drinks, meat, and cereals. Manufacturers and Producers are developing novel and advanced stevia products for different types of applications and uses. They have been working extensively to reduce and minimize calorific content without affecting the overall taste. The incorporation of natural plant-based ingredients in the product will have a positive effect on the market. Animal-based ingredients contain a lot of side effects that would fuel ste-via plant-based ingredients growth in the coming years. Companies have been engaging in mergers, collaborations, acquisitions, and alliances to expand their business portfolio. Europe holds a major share in the Stevia Market because of the surging demand for natural sweeten-ers. North America and Asia Pacific region will also register significant growth in the coming years.

Segmentation:

By Type

Sugar Substitutes

Stevia

Saccharin

Aspartame

Others

Sugar Alcohol Substitutes

Erythritol

Sorbitol

Others

Nutrient Based Substitutes

Fat Based

Protein Based

Carbohydrate Based

By Applications

Bakery Products

Snacks

Dairy Products

Dietary Beverages

Others

By Distribution Channel

Offline

Supermarkets

Convenience Stores

Others

Online

By geography

North America

USA

Canada?

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

Spain

United Kingdom

France

Others

Middle East and Africa

Saudi Arabia

South Africa

Others

Asia Pacific

China

Japan

Australia

India

Others

Note: The report will be delivered within 2-3 business days.

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10.10. PepsiCo, Inc

The list is not exhaustive\*

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