

Non Thermal Pasteurization Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/N3334D11ADE8EN.html>

Date: February 2020

Pages: 121

Price: US\$ 3,950.00 (Single User License)

ID: N3334D11ADE8EN

Abstracts

The global non-thermal pasteurization market is projected to grow at a CAGR of 8.42% to reach US\$2.394 billion by 2025, from US\$1.474 billion in 2019. Non-thermal pasteurization is a method of pasteurization, which is also known as cold pasteurization. It is regarded as a food processing technology that involves methods and processes, which are highly advanced, sustainable and efficient and are used to derive food items that are suitable for human consumption from raw materials. This process retains the essential nutrients, minerals, taste, appearance and other features of food by limiting the exposure of food to elevated temperatures. It is a cost-effective method, which not only reduces the time required for the processing of food as compared to other food processing technologies.

The rising disposable income of the middle class is increasing their propensity towards spending on packaged food, convenience and comfort food. In addition, the work-life of people are getting busier and days are getting hectic, which is causing the preference of people to shifting towards convenience food and comfort food as it takes minimal time to cook. The factors will drive the growth of the market over the forecast period. The worsening health conditions and impending diseases such as obesity, diabetes, high cholesterol and other problems due to the sedentary lifestyle of people are causing problems to people at an early age also. Thus, to mitigate this problem and due to the risks associated with them people are starting to get health conscious so they can maintain good overall health and a balanced diet, are shifting towards more nutritious food. This will increase the demand for usage of the non-thermal pasteurization methods for food preservation, thus acting as a factor that will bolster the market growth further. However, the high cost of equipment associated with the usage of the non-thermal pasteurization techniques and methods for the purpose of food preservation acts as a restraint in the growth of the market.

The non-thermal pasteurization market has been segmented based on technology, application, and geography. By technology, the market has been segmented as high-pressure processing (HPP), microwave volumetric heating (MVH), and pulsed electric field (PEF). By application, the market has been segmented as food pasteurization and beverage pasteurization.

High-Pressure Processing (HPP) holds a significant market share as it the most commonly used technology in food processing industry. HPP technology is an effective and efficient solution to increase shelf life of the product and keep it pathogen-free and fit for human consumption.

By application, market is segmented as food pasteurization and beverage pasteurization.

Based on application, non-dairy product segment is expected to witness a significant CAGR during the forecast period owing to the fact that these are highly convenient and are easy to cook meals and preferred by most of the working-class population, which have hectic work-life and lifestyle. Dairy Products segment holds a considerable market share owing to the fact that these are a staple in the diet of a majority of the people globally with people consuming milk in the morning, or yogurt or other dairy products.

Major regional markets include North America, Europe, and APAC.

Based on geography, Asia Pacific is expected to hold a significant market share which is attributable to the fact that some countries in this region like India and China are among the top producers of processed food and beverage items globally. North America and Europe are also expected to hold a considerable share in the market owing to the fact that there are heavy investments in R&D and the adoption of advanced food processing machines in order to meet the FDA standards and other strict guidelines.

Some of the major players covered as a part of this study are Hiperbaric, Avure Technologies, Inc, ThyssenKrupp Industrial Solutions AG, CHIC Group, and Elea Vertriebs- und Vermarktungsgesellschaft mbH among others.

Segmentation

The non-thermal pasteurization market is segmented by technology, application, and

geography.

By Technology

High-Pressure Processing (HPP)

Microwave Volumetric Heating (MVH)

Pulsed Electric Field (PEF)

By Application

Food Pasteurization

Dairy

Non-Dairy

Beverage Pasteurization

Alcoholic

Non-Alcoholic

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

UAE

Others

Asia Pacific

China

Japan

South Korea

India

Others

Delivery Time: 2 working days

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Segmentation

2. RESEARCH METHODOLOGY

- 2.1. Research Data
- 2.2. Assumptions

3. EXECUTIVE SUMMARY

- 3.1. Research Highlights

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. NON-THERMAL PASTEURIZATION MARKET ANALYSIS, BY TECHNOLOGY

- 5.1. Introduction
- 5.2. High-Pressure Processing (HPP)
- 5.3. Microwave Volumetric Heating (MVH)
- 5.4. Pulsed Electric Field (PEF)

6. NON-THERMAL PASTEURIZATION MARKET ANALYSIS, BY APPLICATION

- 6.1. Introduction
- 6.2. Food Pasteurization

- 6.2.1. Dairy
- 6.2.2. Non-Dairy
- 6.3. Beverage Pasteurization
 - 6.3.1. Alcoholic
 - 6.3.2. Non-Alcoholic

7. NON-THERMAL PASTEURIZATION MARKET ANALYSIS, BY GEOGRAPHY

- 7.1. Introduction
- 7.2. North America
 - 7.2.1. North America Non-Thermal Pasteurization Market, By Technology, 2019 to 2025, US\$ billion
 - 7.2.2. North America Non-Thermal Pasteurization Market, By Application, 2019 to 2025, US\$ billion
 - 7.2.3. North America Non-Thermal Pasteurization Market, By Country, 2019 to 2025, US\$ billion
 - 7.2.3.1. USA
 - 7.2.3.1.1. By Application
 - 7.2.3.2. Canada
 - 7.2.3.2.1. By Application
 - 7.2.3.3. Mexico
 - 7.2.3.3.1. By Application
- 7.3. South America
 - 7.3.1. South America Non-Thermal Pasteurization Market, By Technology, 2019 to 2025, US\$ billion
 - 7.3.2. South America Non-Thermal Pasteurization Market, By Application, 2019 to 2025, US\$ billion
 - 7.3.3. South America Non-Thermal Pasteurization Market, By Country, 2019 to 2025, US\$ billion
 - 7.3.3.1. Brazil
 - 7.3.3.1.1. By Application
 - 7.3.3.2. Argentina
 - 7.3.3.2.1. By Application
 - 7.3.3.3. Others
- 7.4. Europe
 - 7.4.1. Europe Non-Thermal Pasteurization Market, By Technology, 2019 to 2025, US\$ billion
 - 7.4.2. Europe Non-Thermal Pasteurization Market, By Application, 2019 to 2025, US\$ billion

7.4.3. Europe Non-Thermal Pasteurization Market, By Country, 2019 to 2025, US\$ billion

- 7.4.3.1. Germany
 - 7.4.3.1.1. By Application
- 7.4.3.2. France
 - 7.4.3.2.1. By Application
- 7.4.3.3. United Kingdom
 - 7.4.3.3.1. By Application
- 7.4.3.4. Spain
 - 7.4.3.4.1. By Application
- 7.4.3.5. Others

7.5. Middle East and Africa

7.5.1. Middle East and Africa Non-Thermal Pasteurization Market, By Technology, 2019 to 2025, US\$ billion

7.5.2. Middle East and Africa Non-Thermal Pasteurization Market, By Application, 2019 to 2025, US\$ billion

7.5.3. Middle East and Africa Non-Thermal Pasteurization Market, By Country, 2019 to 2025, US\$ billion

- 7.5.3.1. Saudi Arabia
 - 7.5.3.1.1. By Application
- 7.5.3.2. Israel
 - 7.5.3.2.1. By Application
- 7.5.3.3. UAE
 - 7.5.3.3.1. By Application
- 7.5.3.4. Others

7.6. Asia Pacific

7.6.1. Asia Pacific Non-Thermal Pasteurization Market, By Technology, 2019 to 2025, US\$ billion

7.6.2. Asia Pacific Non-Thermal Pasteurization Market, By Application, 2019 to 2025, US\$ billion

7.6.3. Asia Pacific Non-Thermal Pasteurization Market, By Country, 2019 to 2025, US\$ billion

- 7.6.3.1. China
 - 7.6.3.1.1. By Application
- 7.6.3.2. Japan
 - 7.6.3.2.1. By Application
- 7.6.3.3. South Korea
 - 7.6.3.3.1. By Application
- 7.6.3.4. India

- 7.6.3.4.1. By Application
- 7.6.3.5. Others

8. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 8.1. Major Players and Strategy Analysis
- 8.2. Emerging Players and Market Lucrativeness
- 8.3. Mergers, Acquisitions, Agreements, and Collaborations
- 8.4. Vendor Competitiveness Matrix

9. COMPANY PROFILES

- 9.1. Hiperbaric
- 9.2. Avure Technologies, Inc
- 9.3. ThyssenKrupp Industrial Solutions AG
- 9.4. CHIC Group
- 9.5. Elea Vertriebs- und Vermarktungsgesellschaft mbH
- 9.6. Pulsemaster
- 9.7. KOBE STEEL, LTD.
- 9.8. Bao Tou KeFA High Pressure Technology Co., Ltd
- 9.9. MULTIVAC

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