

# Leavening Agent Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

2 – 3 business days after placing order

### Leavening Agent Trends and Forecast

The future of the global leavening agent market looks promising with opportunities in the food and personal & health care markets. The global leavening agent market is expected to grow with a CAGR of 3.5% from 2024 to 2030. The major drivers for this market are rising interest in baked goods, people's growing health consciousness and shifting lifestyles, and growing R&D spending by several companies to create novel leavening agents.

Lucintel forecasts that, within the form category, biological is expected to witness higher growth over the forecast period.

Within the application category, food is expected to witness higher growth.

In terms of regions, Europe will remain the largest region over the forecast period due to the growing buying capacity of consumers for bakery products in this area.

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### Emerging Trends in the Leavening Agent Market

The leavening agent industry is undergoing significant changes driven by shifting consumer demands, technological advancements, and sustainability factors.

**Health-Conscious Ingredients:** There is a growing focus on health-conscious raising agents, such as low-sodium and gluten-free options. As people become increasingly aware of their diets, there has been a rise in the development of leavening agents that cater to these needs. This trend toward healthy eating has led to innovations in formulations and expanded market size.

**Clean Label Products:** The increased demand for clean-label products has led manufacturers to create leavening agents with natural, recognizable components. Clean label trends advocate for transparency and gentle processing, fostering consumer trust and aligning with health and wellness trends, also known as naturalistic nutrition.

**Sustainability Initiatives:** Environmental concerns are driving the growth of eco-friendly and sustainable leavening agents. Companies are focusing on reducing their carbon footprint, using renewable materials, and adopting green manufacturing practices that meet regulatory requirements and consumer demands for sustainability.

**Advanced Functionalities:** The market is seeing innovations in leavening agents that improve functionality, such as better performance under various baking conditions and extended shelf life. These innovations respond to the changing food industry, meeting its dynamic requirements for consistency and efficiency in production.

These trends are reshaping the leavening agent market by promoting natural ingredients, improving production efficiency, and emphasizing sustainability. The shift towards health-conscious formulations and expansion into emerging markets are driving innovation and growth, influencing the future direction of the industry.

## Recent Developments in the Leavening Agent Market

The leavening agent market has undergone significant changes due to technological advances, changing consumer tastes, and regulatory shifts. Key developments have included improvements in production processes, a focus on natural products, and expansion into new markets.

**Increased Use of Natural Ingredients:** Manufacturers are increasingly incorporating natural leavening agents, including plant-based options, to cater to health-conscious consumers. These natural ingredients also provide a competitive advantage for manufacturers looking to align with clean-label trends. The growing demand for healthier and environmentally friendly products drives this move.

**Technological Advancements in Production:** New technologies, such as advanced mixing and granulation techniques, have improved the consistency and performance of leavening agents. These technological improvements allow better control over the dough-rising process, resulting in higher-quality products that deliver reliable results for both industrial and consumer applications.

**Expansion of Application Areas:** There is a growing trend to use leavening agents beyond traditional bakery products. Innovations are driving niche marketing, including gluten-free, vegan, and low-sugar options for various diets across different societal segments.

**Sustainability and Eco-Friendly Solutions:** The industry is increasingly adopting sustainable practices, including the use of eco-friendly packaging materials and minimizing waste in production processes. Both regulatory pressures and consumer preferences for environmentally responsible products are driving these initiatives, positioning firms as leaders in sustainability.

These developments are impacting the leavening agent market by driving technological advancements, promoting sustainability, and addressing consumer demand for natural products. The expansion of local manufacturing and innovations in formulations are supporting market growth and shaping the future of leavening agents.

### Strategic Growth Opportunities for Leavening Agent Market

The leavening agent market presents several strategic growth opportunities across major applications. These opportunities are influenced by changing consumer preferences, industry trends, and technological advancements.

**Expansion into Health-Conscious Segments:** The health-conscious segment offers significant growth potential, including the demand for gluten-free and reduced-sodium leavening agents. As consumers focus more on their well-

being, there is a rising demand for products that accommodate dietary restrictions and preferences, fostering innovation and market expansion.

**Development of Specialty Leavening Agents:** There is an opportunity to develop specialty leavening agents for niche applications, such as ethnic foods or high-performance baking. This opens new markets, allowing companies to cater to diverse consumer tastes across various food sectors.

**Adoption of Sustainable Practices:** By investing in sustainable manufacturing processes and environmentally friendly packaging materials, companies can position their brands as eco-friendly and attract environmentally conscious consumers. Leading firms in sustainability have a competitive edge, aligning with global environmental responsibility trends.

**Technological Innovation:** Capitalizing on technological advancements can improve the performance of leavening agents, boosting growth. Innovations such as better functionality and ingredient integration will positively impact product quality and market share.

These strategic growth opportunities highlight key areas for expansion in the leavening agent market. By focusing on the bakery and confectionery sectors, developing health-conscious and eco-friendly formulations, and expanding into emerging markets, manufacturers can capitalize on emerging trends and drive growth.

### Leavening Agent Market Driver and Challenges

Evolving customer tastes, technological advances and regulatory pressures are the main factors driving growth and shaping challenges in the leavening agent market. To benefit from these opportunities and overcome obstacles, market players need to understand these factors, as the market is constantly evolving. The following drivers and challenges define the future dynamics of the industry.

The factors responsible for driving the leavening agent market include:

**Raising Consumer Demand for Healthier Products:** There is an increasing demand for low-sodium, gluten-free, or natural leavening agents as consumers become more health-conscious. Producers are responding by developing innovative products that appeal to customers focused on their well-being.

**Technological Innovations:** New production technologies, such as improved granulation methods, enhance the functional attributes of leavening agents, improving their performance. These innovations also enable better control over product quality, assisting in market expansion.

**Expansion of the Food and Beverage Industry:** The growing global food industry, particularly in emerging economies, is driving demand for leavening agents. There is an increasing desire for diverse, high-quality baked goods, leading to a rise in demand for effective leavening agents.

**Sustainability Initiatives:** As companies work to address environmental safety issues, particularly those related to global warming, green manufacturing processes meet customer expectations for biodegradable materials. This focus on sustainability provides companies with a competitive edge.

Challenges in the leavening agent market include:

**High Production Costs:** Developing advanced leavening agents can be costly, impacting pricing and profitability, especially for small-scale entrants who are competing with established companies.

**Regulatory Compliance:** Leavening agents are subject to various regulations governing their use. Different international standards exist, and compliance with these regulations is necessary but can be complex.

**Intense Market Competition:** The competition in the leavening agent market is fierce, with many companies vying for customers. Price wars can affect profit margins, forcing businesses to continuously innovate to differentiate their products.

**Raw Material Sourcing Issues:** Fluctuations in raw material prices, such as sodium bicarbonate, can disrupt the production process. Managing these supply chain issues is crucial to ensure consistent product quality and cost-effectiveness.

The leavening agent market operates in a dynamic environment influenced by health

trends, technological advancements, sustainability drivers, high costs, regulatory complexities, competition, and raw material sourcing issues. Navigating these factors is essential for companies to succeed in this evolving marketplace.

### List of Leavening Agent Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies leavening agent companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the leavening agent companies profiled in this report include-

Archer Daniels Midland

Associated British Foods

Cargill

Corbion

Kerry

Novozymes

Puratos

### Leavening Agent by Segment

The study includes a forecast for the global leavening agent by form, application, and region.

### Leavening Agent Market by Form [Analysis by Value from 2018 to 2030]:

Biological

Chemical

Others

Leavening Agent Market by Application [Analysis by Value from 2018 to 2030]:

Food

Personal & Health Care

Others

Leavening Agent Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Leavening Agent Market

Consumer preferences, changing regulations, and technological advancements have contributed to numerous changes in the leavening agent market. Demand for leavening agents has been altered by new trends in countries such as the U.S., China, Germany, India, and Japan. These changes reflect the increasing focus on environmentally acceptable products and improved healthcare systems, as well as the adoption of new methods.

**United States:** In the U.S., new advancements in the leavening agent market include the use of innovative clean-label ingredients that cater to health-conscious consumers. The demand for natural leavening agents is also on the rise, with plant-based options becoming more popular. Producers are investing heavily in R&D to improve leavening agents for gluten-free and low-sugar products.



**China:** The bakery and confectionery industries in China have seen a rise in demand for leavening agents, leading to increased demand in the leavening agent market. There has been a notable increase in the adoption of advanced sweetening technologies and ingredients to meet the growing demands for variety and high-quality baked goods, driven by the expanding middle class. Domestic manufacturers are also working to improve product formulations to enhance shelf-life and baking performance.

**Germany:** Germany's leavening agent industry is focused on sustainability, with a growing interest in eco-friendly or organic raising agents. Innovations such as carbon-friendly formulations and higher efficiencies in rising agents for industrial use are in development, driven by increasing consumer awareness and regulatory pressures.

**India:** The growth of India's leavening agent market is largely due to urbanization and changing consumer tastes. There is a rising demand for improved baking mixes and convenience products, which require efficient and cost-effective leaveners. Domestic producers are focused on making product localization affordable while ensuring high quality.

**Japan:** Japan's leavening agent market is characterized by a shift toward premium and specialty products. New developments include raising agents specifically designed for traditional Japanese baked goods, aimed at improving texture and flavor profiles to meet the high standards of Japanese consumers.

## Features of the Global Leavening Agent Market

**Market Size Estimates:** Leavening agent market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

**Segmentation Analysis:** Leavening agent market size by form, application, and region in terms of value (\$B).

**Regional Analysis:** Leavening agent market breakdown by North America, Europe, Asia Pacific, and Rest of the World.



**Growth Opportunities:** Analysis of growth opportunities in different form, application, and regions for the leavening agent market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the leavening agent market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

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This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the leavening agent market by form (biological, chemical, and others), application (food, personal & health care, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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