

Acidity Regulators Market By Type (Acetic Acid, Citric Acid, Lactic Acid, Malic Acid, Phosphoric Acid), Application (Beverages, Sauces, Dressings & Condiments, Processed Foods, Bakery & Confectionery) & Geography - Global Trends & Forecasts to 2018

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Abstracts

Food acidulants form an integral part of the global food additives industry as these provide an acidic medium and flavor to food and beverage items. These regulate the acidity of the food and help to increase shelf life. These also prevent the microbial activity and play a major role in food preservation. This research report provides a comprehensive analysis of the global food acidulants market, which is witnessing steady growth in diverse applications such as beverages, confectionary items, bakery items, processed foods, sauces, dressings, condiments, and so on. Food acidulants such as acetic acid, citric acid, lactic acid, malic acid, and phosphoric acid have preservative, stabilizing, antimicrobial, and pH-regulating properties that increase the shelf life of food and beverages. The advent of many such versatile functions has escalated its use in application-specific ingredients and new end-use products. The food acidulants market has been analyzed in terms of value and volume at a regional and country level. The changing trends in the consumption of food acidulants reflect the increased product penetration and purchasing power of the global population in the emerging economies, as well as shift towards exotic and novel flavors in the developed nations.

This report also shows an overview of key players in food acidulants business across the globe. The regions covered include North America (U.S., Canada, Mexico), Europe (U.K., Germany, France, Italy, Spain), Asia-Pacific (China, Japan, India), and Rest of

the World (Brazil, South Africa). The growth strategies of market players have been identified and analyzed. The manufacturers are aware of the emerging Asian and Latin American markets as potential drivers of the food acidulants business. The market is expected to continue witness growth in both, developed and developing regions. The growth is also attributed to growing demand for healthy food products with high nutritional value, and major increase in trading activities due to globalization. Citric acid's domination in the food acidulants market is because of its key application in the beverages industry, which has also witnessed growth on account of introduction of energy drinks and exotic fruit-flavored blends across the globe. Almost all of the phosphoric acid consumed in the food additives industry goes into soft drinks. Lactic acid has seen its share grow in the global market due to its application in the manufacture of sauces, dressings and condiments, the growth of which is attributed to evolving palates of a globalized consumer population. The multi-functional properties offered by malic acid have ensued in its emergence as a fast-growing segment. It has seen growing applications in the beverages and bakery & confectionary sub-segments because of its prolonged sourness and taste-masking functions.

China is one of the largest players in food acidulant business followed by U.S. This is because of excessive demand for processed food products. In terms of beverage applications of acidulants, although the soft drinks industry in the U.S. has seen meager growth, the increasing share of bottled water and fruit beverages has driven the market forward in the country. In Europe, Germany is one of the largest markets due to its increased consumption of processed foods. The ROW market is driven by Latin America as the potential for market growth in this region is immense. The developing countries in Asia-Pacific and ROW have witnessed a surge in the middle class population's income levels; that coupled with growing need for convenience foods for the working class has triggered an upward trend in food acidulants consumption in these regions.

Scope of the report

This report focuses on global food acidulants market. This research categorizes the global food acidulants market based on types, applications, and geography:

Based on geography:

North America

Europe

Asia-Pacific

ROW

Based on types:

Acetic acid

Citric acid

Lactic acid

Malic acid

Phosphoric acid

Others

Based on applications:

Beverages

Sauces, dressings, and condiments

Processed foods

Bakery and confectionary

Others

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