

# **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

## Contents

### 1 INTRODUCTION

- 1.1 KEY TAKE-AWAYS
- 1.2 REPORT DESCRIPTION
- 1.3 STAKEHOLDERS
- 1.4 RESEARCH METHODOLOGY
  - 1.4.1 MARKETS COVERED
  - 1.4.2 MARKET SIZE
  - 1.4.3 SECONDARY SOURCES
  - 1.4.4 ASSUMPTIONS MADE FOR THIS REPORT
  - 1.4.5 KEY DATA POINTS VALIDATED FROM PRIMARY & SECONDARY SOURCES
  - 1.4.6 KEY QUESTIONS ANSWERED

### 2 EXECUTIVE SUMMARY

### 3 PREMIUM INSIGHTS

- 3.1 MARKET SEGMENTATION
- 3.2 ACIDITY REGULATORS MARKET SIZE, BY GEOGRAPHY
- 3.3 ACIDITY REGULATORS MARKET SIZE, BY GEOGRAPHY
- 3.4 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY TYPES
- 3.5 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY TYPES
- 3.6 ACETIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.7 ACETIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.8 CITRIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.9 CITRIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.10 LACTIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.11 LACTIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.12 MALIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.13 MALIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.14 PHOSPHORIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.15 PHOSPHORIC ACID MARKET SIZE, BY GEOGRAPHY
- 3.16 ACIDITY REGULATORS MARKET, BY GEOGRAPHY
- 3.17 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY APPLICATIONS
- 3.18 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY APPLICATIONS
- 3.19 ACIDITY REGULATORS APPLICATION MARKET SIZE, BY GEOGRAPHY
- 3.20 ACIDITY REGULATORS MANUFACTURERS & THEIR PRODUCT MATRIX

### 3.21 BENCHMARKING KEY PLAYERS BY DEVELOPMENTS

## 4 MARKET OVERVIEW

### 4.1 INTRODUCTION

### 4.2 BURNING ISSUE

#### 4.2.1 INSTANCES OF ANTI-DUMPING BY CHINA

### 4.3 WINNING IMPERATIVE

#### 4.3.1 EXPANSIONS & INVESTMENTS

### 4.4 IMPACT ANALYSIS

### 4.5 MARKET DYNAMICS

#### 4.5.1 DRIVERS

4.5.1.1 Increased focus on health, nutrition, and food safety

4.5.1.2 Emergence of value added products

4.5.1.3 Increasing consumer demand for food & beverages and processed foods

4.5.1.4 Shift towards sauces, dressings, and condiments market

4.5.1.5 Influx of modern technology

#### 4.5.2 RESTRAINTS

4.5.2.1 Controversies related to its ill-effect on health

4.5.2.2 Low-cost suppliers flooding the market

#### 4.5.3 OPPORTUNITY

4.5.3.1 New product applications

### 4.6 PORTER'S FIVE FORCES ANALYSIS

#### 4.6.1 DEGREE OF COMPETITION

#### 4.6.2 BARGAINING POWER OF SUPPLIERS

#### 4.6.3 BARGAINING POWER OF BUYERS

#### 4.6.4 THREAT OF SUBSTITUTES

#### 4.6.5 THREAT OF NEW ENTRANTS

### 4.7 PATENT ANALYSIS

#### 4.7.1 BY REGION

#### 4.7.2 BY YEAR

#### 4.7.3 BY COMPANIES

## 5 GLOBAL ACIDITY REGULATORS MARKET, BY TYPES

### 5.1 INTRODUCTION

### 5.2 ACETIC ACID

### 5.3 CITRIC ACID

### 5.4 LACTIC ACID

5.5 MALIC ACID

5.6 PHOSPHORIC ACID

5.7 OTHERS

5.8 NORTH AMERICA (U.S., CANADA & MEXICO)

5.9 EUROPE (U.K., GERMANY, FRANCE, ITALY & SPAIN)

5.10 APAC (CHINA, JAPAN & INDIA)

5.11 ROW (BRAZIL & SOUTH AFRICA)

## **6 GLOBAL ACIDITY REGULATORS MARKET, BY APPLICATIONS**

6.1 INTRODUCTION

6.2 BEVERAGES

6.3 SAUCES, DRESSINGS & CONDIMENTS

6.4 PROCESSED FOOD

6.5 BAKERY & CONFECTIONERY

6.6 OTHERS

6.7 NORTH AMERICA (U.S., CANADA & MEXICO)

6.8 EUROPE (U.K., GERMANY, FRANCE, ITALY & SPAIN)

6.9 APAC (CHINA, JAPAN & INDIA)

6.10 ROW (BRAZIL & SOUTH AFRICA)

## **7 GLOBAL ACIDITY REGULATORS MARKET, BY GEOGRAPHY**

7.1 INTRODUCTION

7.2 NORTH AMERICA (U.S., CANADA & MEXICO)

7.3 EUROPE (U.K., GERMANY, FRANCE, ITALY & SPAIN)

7.4 APAC (CHINA, JAPAN & INDIA)

7.5 ROW (BRAZIL & SOUTH AFRICA)

## **8 COMPETITIVE LANDSCAPE**

8.1 INTRODUCTION

8.2 EXPANSIONS & INVESTMENTS - MOST PREFERRED STRATEGIC APPROACH

8.3 MERGERS & ACQUISITIONS

8.4 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS & JOINT VENTURES

8.5 NEW PRODUCTS LAUNCH/DEVELOPMENTS

8.6 EXPANSIONS & INVESTMENTS

## **9 COMPANY PROFILES**

(Overview, Financials, Products & Services, Strategy, and Developments)\*

9.1 AMERICAN TARTARIC PRODUCTS INC.

9.2 ARCHER DANIELS MIDLAND CO.

9.3 BARTEK INGREDIENTS INC.

9.4 CAREMOLI SPA

9.5 CARGILL INCORPORATED

9.6 CELRICH PRODUCTS

9.7 FBC INDUSTRIES INC.

9.8 FOODCHEM INTERNATIONAL CORPORATION

9.9 FOSFA CHEMICALS

9.10 FUERST DAY LAWSON LTD

9.11 GREMOUNT INTERNATIONAL CO. LTD

9.12 INNOPHOS HOLDINGS INC.

9.13 ISRAEL CHEMICAL LTD (ICL)

9.14 ISEGEN SOUTH AFRICA (PTY) LTD

9.15 JONES HAMILTON CO.

9.16 JUNGBUNZLAUER AG

9.17 NICHE TRADING N.V.

9.18 PRAYON S.A.

9.19 PURAC BIOCHEM B.V.

9.20 TATE & LYLE PLC

9.21 WEIFANG ENSIGN INDUSTRY CO. LTD

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted companies.

## **APPENDIX**

U.S. PATENTS

EUROPE PATENTS

JAPAN PATENTS

## List Of Tables

### LIST OF TABLES

TABLE 1 GLOBAL ACIDITY REGULATORS MARKET REVENUE (\$MILLION) & VOLUME, 2011 – 2018 ('000 MT)

TABLE 2 GLOBAL ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 3 GLOBAL ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 4 CITRIC ACIDS: ITS FORMS, FUNCTIONS, & DOSAGE LEVELS

TABLE 5 NORTH AMERICA: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 6 NORTH AMERICA: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 7 U.S.: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 8 U.S.: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 9 CANADA: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 10 CANADA: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 11 MEXICO: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 12 MEXICO: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 13 EUROPE: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 14 EUROPE: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 15 U.K.: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 16 U.K.: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 17 GERMANY: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 18 GERMANY: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)



TABLE 19 FRANCE: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 20 FRANCE: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 21 ITALY: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 22 ITALY: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 23 SPAIN: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 24 SPAIN: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 25 REST OF EUROPE: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 26 REST OF EUROPE: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 27 APAC: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 28 APAC: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 29 CHINA: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 30 CHINA: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 31 JAPAN: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 32 JAPAN: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 33 INDIA: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 34 INDIA: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 35 REST OF APAC: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 36 REST OF APAC: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 37 ROW: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 38 ROW: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 –

2018 ('000 MT)

TABLE 39 BRAZIL: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 40 BRAZIL: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 41 SOUTH AFRICA: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 42 SOUTH AFRICA: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 43 REST OF ROW: ACIDITY REGULATORS MARKET REVENUE, BY TYPES, 2011 – 2018 (\$MILLION)

TABLE 44 REST OF ROW: ACIDITY REGULATORS MARKET VOLUME, BY TYPES, 2011 – 2018 ('000 MT)

TABLE 45 GLOBAL ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 46 GLOBAL ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 47 NORTH AMERICA: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 48 NORTH AMERICA: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 49 U.S.: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 50 U.S.: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 51 CANADA: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 52 CANADA: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 53 MEXICO: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 54 MEXICO: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 55 EUROPE: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 56 EUROPE: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 57 U.K.: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 58 U.K.: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 59 GERMANY: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 60 GERMANY: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 61 FRANCE: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 62 FRANCE: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 63 ITALY: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 64 ITALY: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 65 SPAIN: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 66 SPAIN: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 67 REST OF EUROPE: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 68 REST OF EUROPE: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 69 APAC: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 70 APAC: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 71 CHINA: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 72 CHINA: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 73 JAPAN: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 74 JAPAN: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 75 INDIA: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 76 INDIA: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 77 REST OF APAC: ACIDITY REGULATORS MARKET REVENUE, BY

APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 78 REST OF APAC: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 79 ROW: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 80 ROW: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 81 BRAZIL: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 82 BRAZIL: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 83 SOUTH AFRICA: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 84 SOUTH AFRICA: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 85 REST OF ROW: ACIDITY REGULATORS MARKET REVENUE, BY APPLICATIONS, 2011 – 2018 (\$MILLION)

TABLE 86 REST OF ROW: ACIDITY REGULATORS MARKET VOLUME, BY APPLICATIONS, 2011 – 2018 ('000 MT)

TABLE 87 ACIDITY REGULATORS MARKET REVENUE, BY GEOGRAPHY, 2011 – 2018 (\$MILLION)

TABLE 88 ACIDITY REGULATORS MARKET VOLUME, BY GEOGRAPHY, 2011 – 2018 ('000 MT)

TABLE 89 NORTH AMERICA: ACIDITY REGULATORS MARKET REVENUE, BY COUNTRIES, 2011 – 2018 (\$MILLION)

TABLE 90 NORTH AMERICA: ACIDITY REGULATORS MARKET VOLUME, BY COUNTRIES, 2011 – 2018 ('000 MT)

TABLE 91 EUROPE: ACIDITY REGULATORS MARKET REVENUE, BY COUNTRIES, 2011 – 2018 (\$MILLION)

TABLE 92 EUROPE: ACIDITY REGULATORS MARKET VOLUME, BY COUNTRIES, 2011 – 2018 ('000 MT)

TABLE 93 APAC: ACIDITY REGULATORS MARKET REVENUE, BY COUNTRIES, 2011 – 2018 (\$MILLION)

TABLE 94 APAC: ACIDITY REGULATORS MARKET VOLUME, BY COUNTRIES, 2011 – 2018 ('000 MT)

TABLE 95 ROW: ACIDITY REGULATORS MARKET REVENUE, BY COUNTRIES, 2011 – 2018 (\$MILLION)

TABLE 96 ROW: ACIDITY REGULATORS MARKET VOLUME BY COUNTRIES, 2011 – 2018 ('000 MT)

TABLE 97 MERGERS & ACQUISITIONS, 2012

TABLE 98 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS & JOINT VENTURES, 2012

TABLE 99 NEW PRODUCT S LAUNCH/DEVELOPMENTS, 2009 – 2013

TABLE 100 EXPANSIONS & INVESTMENTS, 2008 – 2013

TABLE 101 ADM: ANNUAL REVENUE, BY BUSINESS SEGMENTS, 2011 – 2012 (\$MILLION)

TABLE 102 ADM: ANNUAL REVENUE, BY REGION/COUNTRIES, 2011 – 2012 (\$MILLION)

TABLE 103 ADM: PRODUCTS & ITS APPLICATIONS

TABLE 104 BARTEK INGREDIENTS: PRODUCTS & ITS DESCRIPTIONS

TABLE 105 CARGILL: ANNUAL REVENUE, BY REGION/COUNTRIES, 2011 – 2012 (\$MILLION)

TABLE 106 CARGILL: PRODUCTS & ITS USES/APPLICATIONS

TABLE 107 CELRICH: PRODUCTS & ITS DESCRIPTIONS

TABLE 108 FOODCHEM: PRODUCTS & ITS DESCRIPTIONS

TABLE 109 FOSFA CHEMICALS: PRODUCTS & ITS DESCRIPTIONS

TABLE 110 GREMOUNT: PRODUCTS & ITS DESCRIPTIONS

TABLE 111 INNOPHOS: ANNUAL REVENUE FOR PHOSPHATE SEGMENT, 2011 – 2012 (\$MILLION)

TABLE 112 ICL: ANNUAL REVENUE, BY BUSINESS SEGMENTS, 2011 – 2012 (\$MILLION)

TABLE 113 ISEGEN: PRODUCTS & ITS DESCRIPTIONS

TABLE 114 JONES HAMILTON: PRODUCTS & ITS DESCRIPTIONS

TABLE 115 JUNGBUNZLAUER: PRODUCTS & DESCRIPTIONS

TABLE 116 NICHE TRADING: PRODUCTS & ITS APPLICATIONS/DESCRIPTIONS

TABLE 117 PURAC BIOCHEM: PRODUCTS & ITS APPLICATIONS/DESCRIPTIONS

TABLE 118 TATE & LYLE: ANNUAL REVENUE, BY BUSINESS SEGMENTS, 2011 – 2012 (\$MILLION)

TABLE 119 TATE & LYLE: ANNUAL REVENUE, THROUGH BULK INGREDIENTS SALE, 2011 – 2012 (\$MILLION)

TABLE 120 TATE & LYLE: ANNUAL REVENUE, BY REGION/COUNTRIES, 2011 – 2012 (\$MILLION)

TABLE 121 TATE & LYLE: PRODUCTS & ITS DESCRIPTIONS

TABLE 122 WEIFANG ENSIGN: PRODUCTS & ITS DESCRIPTIONS

## List Of Figures

### LIST OF FIGURES

FIGURE 1 ACIDITY REGULATORS MARKET SHARE, BY GEOGRAPHY, 2012 (\$MILLION)

FIGURE 2 ACIDITY REGULATORS MARKET CONSUMPTION SHARE, BY GEOGRAPHY, 2012 ('000 MT)

FIGURE 3 MARKET SEGMENTATION

FIGURE 4 ACIDITY REGULATORS MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (\$MILLION)

FIGURE 5 ACIDITY REGULATORS MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (KMT)

FIGURE 6 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY TYPES, 2012 – 2018 (\$MILLION)

FIGURE 7 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY TYPES, 2012 – 2018 (KMT)

FIGURE 8 ACETIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (\$MILLION)

FIGURE 9 ACETIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (KMT)

FIGURE 10 CITRIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (\$MILLION)

FIGURE 11 CITRIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (KMT)

FIGURE 12 LACTIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (\$MILLION)

FIGURE 13 LACTIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (KMT)

FIGURE 14 MALIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (\$MILLION)

FIGURE 15 MALIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (KMT)

FIGURE 16 PHOSPHORIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (\$MILLION)

FIGURE 17 PHOSPHORIC ACID MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (KMT)

FIGURE 18 ACIDITY REGULATORS MARKET, BY GEOGRAPHY, 2012 – 2018 (KMT)

FIGURE 19 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY APPLICATIONS, 2012 – 2018 (\$MILLION)

FIGURE 20 GLOBAL ACIDITY REGULATORS MARKET SIZE, BY APPLICATIONS, 2012 – 2018 (KMT)

FIGURE 21 FOOD ACIDITY REGULATORS APPLICATION MARKET SIZE, BY GEOGRAPHY, 2012 – 2018 (\$MILLION)

FIGURE 22 ACIDITY REGULATORS MANUFACTURERS & THEIR PRODUCT MATRIX

FIGURE 23 BENCHMARKING KEY PLAYERS BY DEVELOPMENTS

FIGURE 24 ACIDITY REGULATORS MARKET SEGMENTATION

FIGURE 25 IMPACT ANALYSIS OF DRIVERS, RESTRAINTS & OPPORTUNITIES

FIGURE 26 PORTER'S FIVE FORCES ANALYSIS

FIGURE 27 PATENT ANALYSIS, BY REGIONS/COUNTRIES, 2010 – 2013

FIGURE 28 NUMBER OF PATENTS, BY REGIONS/COUNTRIES, 2010 – 2013

FIGURE 29 PATENT ANALYSIS, BY COMPANIES, 2010 – 2013

FIGURE 30 ACIDITY REGULATORS: MARKET SHARE, BY GROWTH STRATEGIES, 2008 – 2013

FIGURE 31 ACIDITY REGULATORS: MARKET DEVELOPMENT, BY GROWTH STRATEGIES, 2008 – 2013

FIGURE 32 ACIDITY REGULATORS: MARKET GROWTH STRATEGIES, BY COMPANIES, 2008 – 2013



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