

Betaine Market by Type (Synthetic Betaine and Natural Betaine), Form (Betaine Anhydrous, Cocamidopropyl Betaine, Betaine Monohydrate), Application (Food & Beverages, Animal Feed, Cosmetics, Detergents), and by Geography - Global Forecast to 2020

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Abstracts

The demand for betaine has increased significantly in recent years. The global betaine market has high growth prospects, and has the potential to offer innumerable opportunities to new entrants in this market. The market is highly impacted with increasing applications in the personal care industry as a foaming and anti-inflammatory agent. The growing consumption of betaine in feed to enhance its nutritive value by regulating the metabolic process drives the betaine market. Betaine has a wide range of applications in the food industry as it helps in the dietary functions and is used in nutraceuticals to prevent heart and liver diseases. The health benefits of betaine are estimated to increase the number of applications of betaine in the global market.

The betaine market is segmented on the basis of application into food & beverages, animal feed, cosmetics, detergents, and others (including pharmaceuticals, and reagents). On the basis of form, the market is segmented into betaine anhydrous, cocamidopropyl betaine, betaine monohydrate, and others (including betaine HCL, betaine aspartate, and betaine citrate). Additionally, the market is segmented on the basis of type into synthetic betaine and natural betaine. The market has also been segmented on the basis of region into North America, Europe, Asia-Pacific, Latin America, and the Rest of the World (RoW).

Both “top-down” and “bottom-up” approaches were used to arrive at the market size and obtain the market forecast. Extensive secondary research was conducted to understand the market insights and trends, which was further validated through primary

interviews.

The betaine market is projected to reach about USD 3.89 billion by 2020, at a CAGR of about 5.8% during the forecast period. The European market for betaine application in food and beverages is projected to increase as the regulatory bodies in Europe are continuously researching to analyze the effects of betaine on animals and humans. Betaine is gradually gaining popularity in the European market after the approval of its use in feed, and food and beverages by the regulatory bodies.

The report provides both, qualitative and quantitative analyses of the market for betaine. It includes the market dynamics, opportunities, trends, competitive strategies preferred by key market players, the driving factors that boost the growth of the betaine market, and restraints of the market.

To maintain a competitive edge in the betaine market, the key players invest in the development and launch of new products and acquisitions. Leading players such as BASF SE (Germany), Associated British Food plc (U.K.), E. I. Du Pont de Nemours and Company (U.S.), and American Crystal Sugar Company (U.S.) have been profiled in the report. The report also provides a complete analysis of the prominent companies and a chronology of developments with respect to new products launched and their applications.

Reasons to buy the report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the global betaine market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the market, which in turn will help the firms in gaining a greater market, share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

Betaine Market by Type (Synthetic Betaine and Natural Betaine), Form (Betaine Anhydrous, Cocamidopropyl Betain...

Market Penetration: Comprehensive information the glucose & maltodextrin offered by the top 10 players in the betaine market.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the betaine market.

Market Development: Comprehensive information about lucrative emerging markets. The report analyses the markets for various application of betaine across the world.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the Global betaine market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the Global betaine market.

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About

The Betaine Market size is projected to increase with a rise in the awareness about nutritional value of this product when used in dietary supplement as well as its multi-functional usage such as surfactant and methyl donor.

The Betaine Market is driven by the increase in consumption of natural Betaine in food, beverages and feed industry. Betaine is being widely used as an additive to add nutritive value in dietary supplements and energy drinks. The consumption of natural betaine in other food products such as confectioneries, cereal based products, and so on is projected to abet the growth of the Betaine market in the food and beverage industry. The inclusion of betaine in feed helps to improve the metabolic functions, and reduce the effects of heat stress in animals. Synthetic betaine is widely being used in industrial applications such as cosmetics, detergents, reagents and many others. In cosmetics, betaine is used as an anti-wrinkling agent, where as it is used as a mild surfactant in soaps, shampoos, and detergents to avoid skin and eye irritation.

The key market players continue to invest and expand their facilities in various covered and uncovered areas to sustain themselves in the competitive market. The key manufacturers are also investing a high part of their revenue in R&D to launch various grades and forms of betaine which can be used in food, feed, and industrial sectors.

In 2013, North America was the largest market for betaine due to its wide application in industrial purposes. The Asia-Pacific market for betaine is projected to grow at the highest CAGR due to the emerging need for dietary supplements and health drinks in China and India. In the European market, several regulatory bodies such as FEEDAP and Novel Foods Regulation carried out a study regarding the effects of betaine when used in feed and food industry. These studies registered several positive effects of betaine when used in adequate quantity. Hence, the volume consumption of betaine in Europe is projected to grow with the increase in application in the food and beverage industry.

The report includes development strategies and product portfolio of the leading companies. The company profiles of leading companies such as the Associated British Foods plc (U.K.), Solvay (Belgium), BASF SE (Germany), and DuPont (U.S.) have been included in this report.

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