

# **Food Fortifying Agents Market by Type (Minerals, Vitamins, Carbohydrates, Prebiotics, Probiotics), Application (Cereal & Cereal-based Products, Bulk Food Items), Process (Drum Drying, Dusting) and Region - Global Forecast to 2027**

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## **Abstracts**

The food fortifying agents market is projected to reach USD 128.0 Billion by 2027 growing at a CAGR of 10.1% from 2022 to 2027. Increasing consumer awareness with respect to the health benefits associated with fortifying agents and growing preventive healthcare measures undertaken by the consumers is proliferating the demand for food fortifying agents market.

“The vitamins segment dominates the market with 26.0% of total market share in terms of value.”

Vitamins, also known as vital amines, are essential in micro quantities to ensure normal metabolism and growth of the body. They are classified as micronutrients because they are normally required in small amounts; usually a few milligrams (mg) or micrograms (?g) per day. A total of 13 vitamins have been identified, namely, vitamin A & provitamin A, vitamin B (B1, B2, B3, B5, B6, B9, and B12), vitamin C, vitamin D, vitamin E, and vitamin K. Most vitamins cannot be synthesized by the body, as a result of which, they must be obtained through external sources. An exception is vitamin D, which can be synthesized by the action of sunlight on the skin. The segment held the largest share owing to rising risks of chronic diseases and consumer awareness regarding benefits of vitamins.

“Food fortifying agents have high demand in bulk food items industry.”

The dominance of this application can be attributed due to the increasing demand for high-quality food products and changing health trends, which in turn increases the demand for food fortifying agents. The market is driven by the growing health awareness among consumers, urging companies to offer various food fortifying agents for various applications, such as functional foods, beverages, dietary supplements, infant formula, and dairy, due to their health benefits. Fortification of bulk food items is an appropriate vehicle for the micronutrient and is widely consumed by the general population; it is intended for intervention programs to address the deficiency in a specific target population.

“Asia Pacific is projected to witness the growth of 10.8% during the forecast period.”

The food fortifying agents market in Asia Pacific is growing at a CAGR of 10.8% due to the increasing health-consciousness among the consumers and the multi-benefits of food fortifying agents. The Asia Pacific food fortifying agent market is competitive in nature having a large number of domestic and multinational players competing for market share. Emphasis is given on the merger, expansion, acquisition, and partnership of the companies along with new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers.

#### Break-up of Primaries:

By Company Type: Tier 1 – 47%, Tier 2- 35% , Tier 3 – 18%

By Designation: C level – 52% –, Director -level – 28%Others – 20%

By Region: Europe – 35% North America –29% , Asia Pacific – 24% , RoW –12%

#### Leading players profiled in this report:

Cargill (US)

DSM (Netherlands)

CHR.Hansen Holdings A/S (Denmark)

DuPont (US)

BASF SE (Germany)

Arla Foods Amba (Denmark)

Tate & Lyle (UK)

Ingredion (US)

Archer Daniels Midland Company (US)

Nestle SA (Switzerland)

#### Research Coverage:

The report segments the food fortifying agents market on the basis of type, application, process, and region. In terms of insights, this report has focused on various levels of analyses—the competitive landscape, end-use analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the global food fortifying agents market, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

#### Reasons to buy this report:

To get a comprehensive overview of the food fortifying agents market

To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them

To gain insights about the major countries/regions in which the food fortifying agents market is flourishing

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