

# **Gourmet Salts Market by Type (Fleur de Sel, Sel Gris, Himalayan Salt, Flake Salt, Specialty Salt), Application (Bakery & Confectionery, Meat & Poultry Products, Seafood Products, Sauces & Savory) & Geography - Global Trend & Forecast to 2019**

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## **Abstracts**

Gourmet salts are used in cuisines that demand extravagance and appeal. Gourmet cooks use these salts as seasoning and dressing. Gourmet salts are used as enhancers of texture, appeal and taste, as against to simply blending with the food giving an everyday-flavor. These salts have better solubility, exotic flavor, moisture, and higher mineral content. The increasing living standard of the consumers and globalization of the food & beverage industry has led to the rise in the demand of gourmet salts. The gourmet salts are more expensive than table salt as the expenses required for various stages of harvesting, packaging, labeling, merchandising, and marketing are higher. These salts are also infused with herbs, spices and flavors such as garlic, onion, chili, paprika, pepper, and so on.

The increasing application of gourmet salts in traditional cuisines is one of the driving factors of the market. The increasing food channels and cookery shows are also leading to the increasing awareness about the use of gourmet salts in the food. Gourmet salts are used in traditional dishes to impart the flavors of the regions that the food are native to. Fleur de sel is one of the widely used gourmet salts used on roasted meat, salads, vegetable dishes, and so on.

The report analyzes various types of gourmet salts, their applications, and geography. The types segment studies the market size in terms of value and volume of these salts in each region (North America, Europe, Asia-Pacific, and Rest of the World (ROW)). The market is further segmented on the basis of the key countries in the region.

The report further provides qualitative analysis of the leading players, with a clear insight on the development strategies preferred. The report also includes a chronology of the developments with respect to new products and their applications. The key players, such as Morton Salt, Inc. (U.S.), Saltworks, Inc. (U.S.), Cargill, Inc. (U.S.), and Murray River Gourmet Salt (Australia), have been profiled in this report.

**FIGURE 1 GOURMET SALT MARKET SIZE, BY GEOGRAPHY, 2013 VS. 2019 (\$MILLION) p - Projected Source: MarketsandMarkets Analysis**

The size of the gourmet salts market, in terms of value, is projected to grow at a CAGR of 6.3% from 2014 to 2019. In 2013, the market was dominated by Europe. The production and consumption of gourmet salts such as fleur de sel, and sel gris are mainly observed in the European countries such as Spain and France. North America is projected to grow at the highest growth rate during the projected period.

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## About

Gourmet salts differ from common salts by their high mineral and moisture content with aesthetic and aromatic qualities. These salts are used in both, traditional and avant-garde cooking. These salts are mostly unrefined, hand-harvested, lack additive and are lower on sodium chloride. Gourmet salts are expensive owing to their rarity, their variegated distinct flavors, colors, and appeal that add value to the dish, and their mineral content. Their price and preference also depend on the fact that they are hand-harvested from atypical sources and places that popularly considered exotic. These salts are used in traditional cuisines for dressing or seasoning to impart the dish's native flavor. Gourmet salts are also used in preserving and canning food items by hydrating and tenderizing them.

The gourmet salts are available in wide varieties such as fleur de sel, sel gris, Himalayan salt, and flake salts. The gourmet salts finds application in foods, including beef, pork, poultry meat, seafood, sauces, and roasted vegetables. They are also blended with spices and flavors such as garlic, onion, chili, paprika, and pepper. Gourmet salts, with their variegated textures and flavors, enhance the organoleptic qualities of the food. The chefs in restaurants are increasing the use of gourmet salts in the dishes to impart a natural flavor and make it more presentable. The lack of awareness about the uses of gourmet salt is one of the restraints of this market.

The report provides a complete analysis of the leading players in the gourmet salts industry, the key segments accounting for majority of the shares, with a clear insight and commentary on the developments and trends. The report also includes a chronology of developments with respect to new products and their applications. The market dynamics is also attributed to the growing demands for salts that are low on sodium chloride for fine dining. The gourmet salt companies successfully abide by the regulations made by government agencies concerning the quality of the salts.

With a huge market potential and the growing consumer preference, the market is likely to witness a considerable growth in the coming years. Market drivers, restraints, and opportunities are discussed in detail in this research study. Market share by key players and countries is also analyzed in this report.

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