

Phytosterols Market by Composition (Beta-Sitosterol, Campesterol, Stigmasterol), Application (Food & Beverages, Pharmaceutical, Cosmetics & Personal Care Products, and Feed), Form(Dry, Liquid), Source and Region - Global Forecast to 2028

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Abstracts

According to MarketsandMarkets, the global phytosterols market is projected to reach USD 1.6 billion by 2028 from USD 1.0 billion by 2023, at a CAGR of 8.3% during the forecast period in terms of value. Phytosterols (plant sterol and stanol esters) are plant-derived compounds well-known for their health benefits. They resemble structurally with cholesterol and thus compete with it for absorption in the blood. As a result, phytosterol lower the blood LDL cholesterol (bad cholesterol) levels, which is responsible for cardiovascular diseases, promoting good health.

'By form, liquid is projected to witness an increased market share during the forecast period.'

According to an article published in Forbes in September 2022, demand for Ready-To-Drink (RTD) beverages is skyrocketing, fueling the demand for phytosterols in liquid form. With the rise in demand, production, and consumption of functional food & beverage products in aqueous forms, such as juices, gels, and emulsions such as sauces, the demand for liquid phytosterols is bound to increase, thereby creating opportunities for the less commercialized segment in the research domain for innovation and solutions.

'By Application , The market for cosmetics & personal care may benefit from increased demand for natural products'

The increasing use of phytosterols in the cosmetics and personal care products segment can be attributed to the growing consumer interest in health and grooming. Changing consumer lifestyles and economic factors such as the rise in per capita income, especially in developing regions, have allowed consumers to spend more on personal grooming, thereby driving the demand for phytosterols.

Brazil will significantly contribute towards market growth of South America during the forecast period

Brazil is a developing country with an increasing middle-class population, which contributes significantly to the development of the functional food industry. All these factors are expected to boost the country's demand for plant-based food products such as phytosterols-enriched margarine and spreads. Brazil also offers growth opportunities for the manufacturers of functional food products

Break-up of Primaries:

By Company Type: Tier1-30%, Tier 2-45%, Tier 3- 25%

By Designation: CXOs-25%, Managers – 50%, and Executives- 25%

By Region: Europe - 50%, Asia Pacific – 20%, North America - 20%, RoW – 10%

Leading players profiled in this report:

ADM (US)

BASF SE (Germany)

Cargill, Incorporated (US)

International Flavors & Fragrances Inc. (US)

Ashland (US)Matrix Life Science (India)

AOM (Argentina), Lipofoods (Spain)

Avanti Polar Lipids (US), DRT (France)

Wilmar International Ltd (Singapore)

VITAE NATURALS (Spain)

TAMA BIOCHEMICALS CO., LTD (Japan)

BOC Sciences (US)

Herbo Nutra (India)

The study includes an in-depth competitive analysis of these key players in the global phytosterols market with their company profiles, recent developments, and key market strategies.

Research Coverage:

The report segments the phytosterol market on the basis of Form, By Application, By Composition, By Form, By Source, By 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 phytosterols market, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall phytosterols market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rising demand for livestock products), restraints

(Concerns regarding vitamin deficiency), opportunity (Global rise in the prevalence of chronic diseases), and challenges (High popularity of other functional ingredients) influencing the growth of the phytosterols market.

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

Market Development: Comprehensive information about lucrative markets – the report analyses the phytosterol market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the phytosterols market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players ADM (US), BASF SE (Germany), Cargill, Incorporated (US), International Flavors & Fragrances Inc. (US), Ashland (US) Matrix Life Science (India), AOM (Argentina), Lipofoods (Spain), Avanti Polar Lipids (US), DRT (France), Wilmar International Ltd (Singapore), VITAE NATURALS (Spain), TAMA BIOCHEMICALS CO., LTD (Japan), BOC Sciences (US), Herbo Nutra (India) are among others in the phytosterol market strategies. The report also helps stakeholders understand the phytosterols market and provides them information on key market drivers, restraints, challenges, and opportunities.

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About

The report “Phytosterols Market by Type (Beta-sitosterol, Campesterol, and Stigmasterol), by Application (Food Ingredients, Pharmaceuticals, Cosmetics, and Feed) & by Region - Global Trends & Forecast to 2020”, defines and segments the global market with an analysis of current demand and forecasted consumption in terms of volume (\$million).

The global phytosterols market, in terms of value, is projected to reach \$721.26 Million by 2020, at a CAGR of 8.7% from 2015 to 2020.

The market is segmented and market values are forecasted for the major regions, such as North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW). The key countries are covered and their market sizes have been forecasted for each region. Further, the market is segmented and market values are forecasted on the basis of types and applications.

Phytosterols are plant stanols and sterols and found in the fatty tissues of plants. Phytosterols cannot be synthesized by humans and animals due to which they need to be included in the diet. Phytosterols have a chemical structure similar to cholesterol (except for the addition of one ethyl or methyl group); however, the absorption of phytosterols in humans is much lesser than that of cholesterol. Phytosterols are naturally found in all items of plant origin; mainly oils, but also in dried fruits and pulses.

Consumers across the world are becoming more health conscious for foods with additional benefits such as low cholesterol and reduced disease risks. Phytosterol-rich food diets help in reducing cholesterol absorption and reduce the risks of heart diseases. Rapid advances in science and technology, increasing health care costs, aging population, and rising awareness of customers in attaining wellness through diet are the major factors driving the demand for functional food and beverages as well as ingredients such as phytosterols and carotenoids.

The high-growth potential in emerging markets and untapped regions provides new growth opportunities for market players. The growth of this market is driven by growing customer attention towards superior quality food, which should be balanced and nutritive.

The enormous health benefits of phytosterols are projected to drive the market globally.

Its increasing end-use applications and increasing number of deaths caused by cardiovascular diseases are major driving factors of phytosterols market, globally. Feed manufacturers and animal nutritionists are focusing on the development of functional animal products (poultry, milk, and meat) enriched with phytosterol, which is important for improving health and meat quality for human consumption.

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