

Sodium Reduction Ingredients Market by Types (Amino Acids, Mineral Salts, and Yeast Extracts), Applications (Dairy, Bakery & Confectionary, Meat Products, and Sauces, Seasonings & Snacks), & by Region - Global Trends & Forecast to 2020

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Abstracts

The sodium reduction ingredients market by type is classified into amino acids, mineral salts, yeast extracts, and others that include hydrolyzed vegetable protein, trehalose, and nucleotides. The market for mineral salts was estimated to be the largest in 2014, and is projected to grow with the increasing demand from large-scale commercialization of nutritional food products.

Reasons to Buy the Report:

In terms of insights, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging & high-growth segments of the global sodium reduction ingredients market, high-growth regions, 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 pulse of the market, which in turn will help these firms in garnering a larger market share. Firms purchasing the report could use any one or a 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:

Market Penetration: Comprehensive information on the global market dynamics of sodium reduction ingredients in different food applications

Product Development/Innovation: Detailed insights on upcoming innovative formulations, research and development activities, and new product launches in the global sodium reduction ingredients market

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the market demand of sodium reduction ingredients across the world for various foods

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the global sodium reduction ingredients market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the sodium reduction ingredients market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY CONSIDERED FOR THE STUDY
- 1.5 UNIT CONSIDERED FOR THE STUDY
- 1.6 LIMITATIONS
- 1.7 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data taken from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Breakdown of primaries
- 2.2 FACTOR ANALYSIS
 - 2.2.1 INTRODUCTION
 - 2.2.2 DEMAND-SIDE ANALYSIS
 - 2.2.2.1 Diversified food demand of a growing population
 - 2.2.3 SUPPLY-SIDE ANALYSIS
 - 2.2.3.1 Availability of sodium reduction ingredients
- 2.3 MARKET SIZE ESTIMATION
 - 2.3.1 BOTTOM-UP APPROACH
 - 2.3.2 TOP-DOWN APPROACH
- 2.4 MARKET BREAKDOWN & DATA TRIANGULATION
- 2.5 RESEARCH ASSUMPTIONS & LIMITATIONS
 - 2.5.1 ASSUMPTIONS
 - 2.5.2 LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN SODIUM REDUCTION INGREDIENTS MARKET

4.2 MINERAL SALTS: LEADING SEGMENT BY TYPE

4.3 ASIA-PACIFIC: FASTEST-GROWING SODIUM REDUCTION INGREDIENTS MARKET

4.4 SODIUM REDUCTION INGREDIENTS MARKET GROWTH RATE, BY COUNTRY, 2015-2020

4.5 SODIUM REDUCTION INGREDIENTS MARKET: DEVELOPED VS. DEVELOPING NATIONS

4.6 LIFE CYCLE ANALYSIS, BY REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 BY TYPE

5.2.2 BY APPLICATION

5.2.3 BY REGION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Government intervention and awareness

5.3.1.2 Increasing awareness among consumers about the ill-effects of excessive sodium intake

5.3.1.3 Rise in demand for processed foods and improved efforts by food manufacturers

5.3.1.4 Improved product taste

5.3.1.5 Improvement in government initiatives

5.3.2 RESTRAINTS

5.3.2.1 High ingredient costs

5.3.3 OPPORTUNITIES

5.3.3.1 New product applications

5.3.4 CHALLENGES

5.3.4.1 Changing consumer perception

5.3.5 BURNING ISSUES

5.3.5.1 Lack of awareness about high intake of sodium

5.4 REGULATORY REQUIREMENTS

5.4.1 WORLD HEALTH ORGANISATION (WHO)

5.4.2 CODEX ALIMENTARIUS

5.4.3 FOOD AND DRUG ADMINISTRATION (FDA)

5.4.4 EUROPEAN COMMISSION

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 SUPPLY CHAIN ANALYSIS

6.4 PORTER'S FIVE FORCES ANALYSIS

6.4.1 INTENSITY OF COMPETITIVE RIVALRY

6.4.2 BARGAINING POWER OF SUPPLIERS

6.4.3 BARGAINING POWER OF BUYERS

6.4.4 THREAT OF NEW ENTRANTS

6.4.5 THREAT OF SUBSTITUTES

7 SODIUM REDUCTION INGREDIENTS MARKET, BY TYPE

7.1 INTRODUCTION

7.2 AMINO ACIDS

7.3 MINERAL SALTS

7.3.1 POTASSIUM CHLORIDE

7.3.2 MAGNESIUM SULFATE

7.3.3 POTASSIUM LACTATE

7.3.4 CALCIUM CHLORIDE

7.4 YEAST EXTRACTS

7.5 OTHERS

8 SODIUM REDUCTION INGREDIENTS MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 BAKERY & CONFECTIONERY

8.2.1 DAIRY & FROZEN FOODS

8.3 MEAT PRODUCTS

8.4 SAUCES, SEASONINGS & SNACKS

8.5 OTHER APPLICATIONS

9 SODIUM REDUCTION INGREDIENTS MARKET, BY BRAND

9.1 INTRODUCTION

9.1.1 ROYAL DSM N.V.

- 9.1.1.1 Maxarome
- 9.1.1.2 PeptoPro
- 9.1.2 CARGILL INCORPORATED
 - 9.1.2.1 FlakeSelect
 - 9.1.2.2 Alberger
- 9.1.3 E. I. DU PONT DE NEMOURS AND COMPANY
 - 9.1.3.1 GRINDSTED
- 9.1.4 INNOPHOS HOLDINGS INCORPORATED
 - 9.1.4.1 CAL-RISE
- 9.1.5 JUNGBUNZLAUER AG
 - 9.1.5.1 Sub4Salt

10 SODIUM REDUCTION INGREDIENTS MARKET, BY REGION

- 10.1 INTRODUCTION
- 10.2 NORTH AMERICA
 - 10.2.1 U.S.
 - 10.2.2 CANADA
 - 10.2.3 MEXICO
- 10.3 EUROPE
 - 10.3.1 U.K.
 - 10.3.2 GERMANY
 - 10.3.2.1 Prevalence of various national initiatives
 - 10.3.3 FRANCE
 - 10.3.3.1 Baked goods at the forefront of low-sodium foods
 - 10.3.4 ITALY
 - 10.3.5 THE NETHERLANDS
 - 10.3.6 REST OF EUROPE
- 10.4 ASIA-PACIFIC
 - 10.4.1 CHINA
 - 10.4.2 JAPAN
 - 10.4.3 AUSTRALIA
 - 10.4.3.1 Industry partnerships formed to bring down sodium levels
 - 10.4.4 NEW ZEALAND
 - 10.4.5 REST OF ASIA-PACIFIC
- 10.5 REST OF THE WORLD (ROW)
 - 10.5.1 BRAZIL
 - 10.5.2 MIDDLE EAST
 - 10.5.3 OTHER COUNTRIES IN ROW

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 SODIUM REDUCTION INGREDIENTS MARKET SHARE ANALYSIS (DEVELOPMENTS)

11.3 COMPETITIVE SITUATION & TRENDS

11.4 NEW PRODUCT LAUNCHES

11.5 MERGERS AND ACQUISITIONS

11.6 AGREEMENTS, COLLABORATIONS & PARTNERSHIPS

11.7 EXPANSIONS

12 COMPANY PROFILES

12.1 INTRODUCTION

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

12.2 ROYAL DSM N.V.

12.3 CARGILL, INC.

12.4 ANGEL YEAST CO. LTD.

12.5 E. I. DU PONT DE NEMOURS AND COMPANY

12.6 KERRY GROUP PLC

12.7 INNOPHOS HOLDINGS INC.

12.8 JUNGBUNZLAUER AG

12.9 SENSIENT TECHNOLOGIES CORPORATION

12.10 TATE & LYLE PLC

12.11 GIVAUDAN SA

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

13 APPENDIX

13.1 INSIGHTS OF INDUSTRY EXPERTS

13.2 DISCUSSION GUIDE

13.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

13.4 AVAILABLE CUSTOMIZATIONS

13.5 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 ASSUMPTIONS OF THE STUDY

Table 2 LIMITATIONS OF THE STUDY

Table 3 SODIUM CONTENT IN VARIOUS FOODS AND FOOD GROUPS

Table 4 CLAIMS PROVIDED BY FDA

Table 5 GLOBAL SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013 - 2020 (THOUSAND TONS)

Table 6 GLOBAL SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013 - 2020 (USD MILLION)

Table 7 AMINO ACIDS MARKET SIZE, BY REGION, 2013 - 2020 (THOUSAND TONS)

Table 8 AMINO ACIDS MARKET SIZE, BY REGION, 2013 – 2020 (USD MILLION)

Table 9 MINERAL SALTS MARKET SIZE, BY REGION, 2013 - 2020 (THOUSAND TONS)

Table 10 MINERAL SALTS MARKET SIZE, BY REGION, 2013 - 2020 (USD MILLION)

Table 11 YEAST EXTRACTS MARKET SIZE, BY REGION, 2013 - 2020 (THOUSAND TONS)

Table 12 YEAST EXTRACTS MARKET SIZE, BY REGION, 2013 - 2020 (USD MILLION)

Table 13 OTHER SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY REGION, 2013 - 2020 (THOUSAND TONS)

Table 14 OTHER SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY REGION, 2013 - 2020 (USD MILLION)

Table 15 SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013–2020 (THOUSAND TONS)

Table 16 SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013–2020 (USD MILLION)

Table 17 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR BAKERY & CONFECTIONERY, BY REGION, 2013–2020 (THOUSAND TONS)

Table 18 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR BAKERY & CONFECTIONERY, BY REGION, 2013–2020 (USD MILLION)

Table 19 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR DAIRY & FROZEN FOODS, BY REGION, 2013–2020 (THOUSAND TONS)

Table 20 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR DAIRY & FROZEN FOODS, BY REGION, 2013–2020 (USD MILLION)

Table 21 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR MEAT PRODUCTS, BY REGION, 2013–2020 (THOUSAND TONS)

Table 22 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR MEAT PRODUCTS, BY REGION, 2013–2020 (USD MILLION)

Table 23 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR SAUCES, SEASONINGS & SNACKS, BY REGION, 2013–2020 (THOUSAND TONS)

Table 24 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR SAUCES, SEASONINGS & SNACKS, BY REGION, 2013–2020 (USD MILLION)

Table 25 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR OTHER APPLICATIONS, BY REGION, 2013–2020 (THOUSAND TONS)

Table 26 SODIUM REDUCTION INGREDIENTS MARKET SIZE FOR OTHER APPLICATIONS, BY REGION, 2013–2020 (USD MILLION)

Table 27 SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY REGION, 2013-2020 (THOUSAND TONS)

Table 28 SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

Table 29 NORTH AMERICA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY, 2013-2020 (THOUSAND TONS)

Table 30 NORTH AMERICA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY, 2013-2020 (USD MILLION)

Table 31 NORTH AMERICA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 32 NORTH AMERICA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 33 U.S.: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 34 U.S.: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 35 CANADA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 36 CANADA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 37 MEXICO: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 38 MEXICO: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 39 EUROPE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY (THOUSAND TONS)

Table 40 EUROPE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY, 2013-2020 (USD MILLION)

Table 41 EUROPE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE

2013-2020 (USD MILLION)

Table 42 EUROPE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION (USD MILLION)

Table 43 U.K.: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 44 U.K.: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 45 GERMANY: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 46 GERMANY: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 47 FRANCE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 48 FRANCE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 49 ITALY: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 50 ITALY: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 51 THE NETHERLANDS: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 52 THE NETHERLANDS: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 53 REST OF EUROPE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 54 REST OF EUROPE: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 55 ASIA-PACIFIC: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY, 2013-2020 (THOUSAND TONS)

Table 56 ASIA-PACIFIC: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY, 2013-2020 (USD MILLION)

Table 57 ASIA-PACIFIC: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 58 ASIA-PACIFIC: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 59 CHINA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 60 CHINA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 61 JAPAN: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 62 JAPAN: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 63 AUSTRALIA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 64 AUSTRALIA: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 65 NEW ZEALAND: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 66 NEW ZEALAND: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 67 REST OF ASIA-PACIFIC: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 68 REST OF ASIA-PACIFIC: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 69 ROW: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY, 2013-2020 (THOUSAND TONS)

Table 70 ROW: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY COUNTRY, 2013-2020 (USD MILLION)

Table 71 ROW: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 72 ROW: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 73 BRAZIL: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 74 BRAZIL: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 75 MIDDLE EAST: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 76 MIDDLE EAST: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 77 OTHERS IN ROW: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

Table 78 OTHERS IN ROW: SODIUM REDUCTION INGREDIENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

Table 79 NEW PRODUCT LAUNCHES, 2010-2015

Table 80 MERGERS AND ACQUISITIONS, 2010-2015

Table 81 AGREEMENTS & COLLABORATIONS, 2010-2015

Table 82 EXPANSIONS, 2010-2015

About

Sodium is used as an essential nutrient, mandatory for the smooth functioning of the body. Despite sodium being important for normal operations of the body, excess consumption can lead to hypertension or cardiovascular diseases. Therefore, it is recommended that the sodium content in most food products which are consumed on a daily basis be reduced. High-sodium food represents severe health issues as reported by many organizations such as World Health Organization (WHO). An average sodium intake of XX mg – XX mg per day is recommended for a healthy diet. However, according to recent data available, Canadians and Americans consume XX mg per day, which can lead to serious chronic diseases in most of the adult population in forthcoming years.

Alteration of food consumption habits of a particular population is a difficult task. The dietary habits of population depend on the social, economic, and cultural environment. Most of the sodium chloride intake is through processed foods consumed on daily basis. Conceptualization of the sodium contained product to sodium reduced or replaced product is a crucial task. Food manufacturers have to carefully reduce or replace the salt in a particular food item without affecting the taste, appearance, and texture of the final product, which has an impact on the buying behavior of customers. Ingredients such as amino acids, yeast extracts, potassium chloride, seaweed extracts, hydrolyzed vegetable proteins, and nucleotides are mainly used as sodium substitutes. Sodium reduction ingredients are used individually or with mixed blends in the targeted product.

Government intervention crucially affects sodium reduction in processed and restaurant food items. Many governments have been actively participating in health drives by making sodium reduction a mandatory practice. Countries such as the U.S. and the U.K. have rigorously implemented sodium reduction measures by gradually lowering the sodium level across the food supply. Gradual reduction in sodium content is done systematically without affecting the taste of the food products. A wide range of stakeholders, manufacturers, and government agencies are actively involved in this program. Efforts to set standards for Generally Recommended As Safe (GRAS) items and to modify the GRAS status for salt and its compounds are the forthcoming measures to be implemented in the future.

Due to the mandatory regulations set forth by government authorities, it was found by the Nutrient Data Laboratory (U.S.) that there is a considerable reduction in the sodium content of pasta sauces, tomato soups, baked and snack food items such as corn chips,

tortilla, and cheese puffs. A considerable reduction—of XX%—was noticed in canned and stacked potato chips in the U.S. Various associations in the U.S., such as the American Heart Association, are creating awareness about the benefits of low sodium consumption. In the U.K., multi-sector sodium reduction initiatives have been undertaken by various organizations such as the Food Safety Association (FSA), in order to create public awareness.

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