

# **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

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## 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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