

# Pectin - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Pectin Market size is estimated at USD 1.01 billion in 2024, and is expected to reach USD 1.35 billion by 2029, growing at a CAGR of 6.02% during the forecast period (2024-2029).

Diverse applications in industries such as pharmaceutical, cosmetics, and food and beverage have contributed to the growth of the market studied. Jams, jellies, and marmalade are the major application areas of pectin. Also, with technological advancement, players in the market have been developing pectin suitable for various applications. For instance, GENU Pectin, by CP Kelco, has been gaining ground in the personal care and beauty market as a nature-based skin feel aid, stabilizer, and pH-balancing ingredient. In line with this, with a growing number of diet-conscious consumers seeking alternatives to reduce fats and calories, pectin is gaining prominence as a healthy replacement in such products.

Additionally, the increased usage of pectin in fruit juices for improved mouthfeel, in acidified dairy applications for protein stabilization, in low-calorie jams, and in acidified protein drinks has been supporting the growth of the market for the last few years. The increasing awareness about the multifunctionality of pectin among food and beverage manufacturers, such as its reduced cooking time, improved texture and color, and increased shelf life, are among the factors that have been fueling the pectin market. Moreover, extensive research and development investments in the market under study have also contributed to market growth.

Pectin Market Trends

Demand for Natural and Clean Label Ingredients

Pectin is a hydrocolloid type sourced from natural fruits and vegetables. Many consumers lean toward plant-based ingredients such as fruit-based pectin instead of animal-based gelatin and prefer clean flavors. Pectin manufacturers are taking initiatives to offer clean-label ingredients for processed food manufacturers. Clean-label ingredients are gaining popularity among consumers globally as they are perceived to be beneficial for health and better for the planet. Consumers prioritize products containing natural, recognizable, simple, and less processed ingredients.

Moreover, consumers are becoming increasingly aware of the harmful effects of artificial ingredients and processed and unnatural food products, thus enabling food and beverage manufacturers to opt for cleaner, organic, and more natural ingredients and provide transparency about the food ingredients. Furthermore, consumers associate clean-label food products with simple, easy-to-recognize, healthy, and free from preservatives and artificial additives. Thus, there is an increasing demand for natural preservatives like pectin as thickeners, gelling agents, texturizers, and stabilizers to improve the shelf-life of food products and preserve them during heating.

Thus, surging demand for clean labeled ingredients and natural food additives like pectin among food and beverage manufacturers and regulations from various governmental bodies favoring the use of natural additives in food products propels the market growth in the studied period.

### Europe Holds the Major Share in Pectin Market

Europe holds the largest market share in the pectin market, followed by North America. The demand in the region is high owing to the presence and growth of end-use applications for the product. Pectin has been used for various purposes, including thickeners, stabilizers, film and gel formers, and, generally, to maintain or improve food quality. The increasing application area of hydrocolloids, such as managing watery foods' thickening and gelling qualities, is driving the market growth. The growing vegan population is also shaping the market. Customers are reducing meat consumption and looking for naturally derived or vegan options, which may help pectin market growth. For instance, according to The Smart Project (a European Commission-funded collaboration between ProVeg, the Good Food Institute, and 31 partner organizations from 21 different countries), the sales value of plant-based food in Spain was EUR 447.4 million in 2022. This indicates that consumer inclination toward plant-based ingredients might

shape the market growth of pectin in the region since it is derived from plant cell walls.

## Pectin Industry Overview

The global pectin market is competitive, with international players dominating the market studied. Some key players in the market include International Flavors & Fragrances, Inc., Cargill Incorporated, Herbstreith Fox Corporate Group, JM Huber Corporation, and Royal DSM. The prominent players have been focusing on developing new and innovative products by targeting new formulations specific to an application. Additionally, these companies are focusing on increasing the production capacities of their existing plants while investing in R&D activities. Thus, the market studied is expected to witness numerous product launches during the forecast period.

Additional Benefits:

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