

Fermented Foods Market Forecasts to 2030 – Global Analysis By Product Type (Dairy Products, Vegetable Ferments, Beverages, Meat Ferments, Grains and Legumes and Other Product Types), Process, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Fermented Foods Market is accounted for \$622.0 billion in 2024 and is expected to reach \$965.3 billion by 2030 growing at a CAGR of 7.6% during the forecast period. Fermented foods are products created through the process of fermentation, where microorganisms like bacteria, yeast, or molds break down sugars and starches in food. This process preserves the food while enhancing its nutritional value, flavor, and texture. Fermentation can produce beneficial probiotics, which support gut health and digestion. Common examples of fermented foods include yogurt, kimchi, sauerkraut, kefir, miso, and kombucha. The fermentation process also imparts unique tastes and often increases the bioavailability of nutrients, making them a staple in many traditional diets around the world.

Market Dynamics:

Driver:

Growing awareness of gut health

The growing awareness of gut health is driving the demand for the market. As consumers become more conscious of the importance of probiotics for digestive health, they are increasingly seeking foods like yogurt, kefir, kimchi, and sauerkraut, which are

rich in beneficial bacteria. This shift towards gut-friendly options is fostering growth in the fermented foods industry, with more brands offering products that promote digestive wellness, support immune function, and enhance overall well-being.

Restraint:

Concerns about food safety and allergens

Concerns about food safety and allergens pose challenges in the market. The fermentation process can sometimes lead to contamination if not properly controlled, raising risks of foodborne illnesses. Additionally, fermented foods often contain allergens such as dairy, gluten, or soy, which can limit their appeal to individuals with sensitivities. These concerns may lead to consumer hesitation, increased regulatory scrutiny, and the need for careful labeling, affecting market growth and limiting the reach of fermented food products.

Opportunity:

Rising demand for functional foods

The rising demand for functional foods is fueling growth in the market. Consumers are increasingly seeking foods that offer health benefits beyond basic nutrition, such as improved digestion, immune support, and mental well-being. Fermented foods, rich in probiotics and bioactive compounds, are being recognized for their functional properties. This trend is driving innovation, with brands creating new fermented products that cater to health-conscious consumers, contributing to the market's expansion and the growing popularity of functional, wellness-focused food options.

Threat:

Strong flavors and textures

The strong flavors and textures of fermented foods can deter some consumers, limiting market appeal. The tangy, sour, or pungent taste, common in foods like kimchi, sauerkraut, and certain cheeses, may be off-putting to individuals not accustomed to such bold flavors. Additionally, the texture of fermented foods can be unfamiliar or unappealing to some, particularly if it's soft, slimy, or gritty. These sensory aspects can restrict the acceptance and widespread adoption of fermented foods, hindering market growth.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the market. On one hand, there was increased consumer interest in gut health and immunity-boosting foods, boosting demand for fermented products like yogurt, kombucha, and kimchi. On the other hand, disruptions in supply chains, production delays, and shifts in consumer spending due to economic uncertainty affected the market. Despite these challenges, the trend towards health-conscious eating and functional foods helped the fermented foods sector maintain growth during the pandemic.

The meat ferments segment is expected to be the largest market share during the forecast period

The meat ferments segment is expected to account for the largest market share during the forecast period due to their rich flavors and unique preservation methods. The fermentation process enhances the taste, texture, and shelf life of meat products, while also potentially improving digestibility. As consumer interest in diverse fermented options grows, these meat ferments are becoming a key segment in the market. They offer a combination of convenience, taste, and perceived health benefits, contributing to the overall expansion of fermented foods.

The probiotics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the probiotics segment is predicted to witness the highest growth rate. These beneficial bacteria, found in fermented foods like yogurt, kefir, kimchi, and kombucha, are linked to improved digestion, immune function, and overall wellness. As health-conscious consumers seek functional foods with added benefits, the demand for probiotic-rich fermented products continues to rise. This trend has led to innovation, with brands emphasizing the probiotic content of their offerings to cater to health-focused individuals.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. Popular fermented products like yogurt, kimchi, kombucha, and sauerkraut are becoming staples in many households. The shift towards functional, health-focused foods and the increasing demand for plant-based and dairy-free

fermented options are further fueling market expansion. As consumers prioritize wellness, North America's fermented foods market is expected to continue evolving, with new product innovations and greater accessibility.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Popular fermented products like yogurt, kimchi, kombucha, and sauerkraut are becoming staples in many households. The shift towards functional, health-focused foods and the increasing demand for plant-based and dairy-free fermented options are further fueling market expansion. As consumers prioritize wellness, region's fermented foods market is expected to continue evolving, with new product innovations and greater accessibility.

Key players in the market

Some of the key players in Fermented Foods market include Danone, Nestle S.A., Kerry Group, Yakult Honsha Co., Ltd., General Mills Inc., Lactalis Group, Arla Foods, The WhiteWave Foods Company, Hain Celestial Group, Saputo Inc., Meiji Holdings Co., Ltd., Unilever, The Kraft Heinz Company, BASF SE and GoodBelly Probiotics.

Key Developments:

In September 2024, General Mills, Inc. announced that it has entered into definitive agreements to sell its North American Yogurt business to Lactalis and Sodiaal, two leading French dairy companies, in cash transactions valued at an aggregate \$2.1 billion.

In February 2024, Nestle SA recently announced its 'Better Whey' product, which the Swiss multinationals claims is an animal-free and lactose-free. The product is being sold under the Orgain brand, which Nestle acquired a majority stake in in early 2022 to gain a larger share of the functional nutrition space.

Product Types Covered:

Dairy Products

Vegetable Ferments

Beverages

Meat Ferments

Grains and Legumes

Other Product Types

Process Covered:

Lactic Acid

Alcoholic

Acetic Acid

Vinegar

Distribution Channels Covered:

Supermarkets/Hypermarkets

Specialty Stores

Online Retailers

Convenience Stores

Direct Sales

Applications Covered:

Probiotics

Detoxification

Restaurants

Probiotics

Amino Acids

Other Applications

End Users Covered:

Food & Beverages

Health & Nutrition

Agriculture

Pharmaceuticals

Personal Care

Biotechnology

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL FERMENTED FOODS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Dairy Products
 - 5.2.1 Yogurt
 - 5.2.2 Cheese
 - 5.2.3 Kefir
- 5.3 Vegetable Ferments
 - 5.3.1 Sauerkraut
 - 5.3.2 Kimchi
 - 5.3.3 Pickles
- 5.4 Beverages
- 5.5 Meat Ferments
 - 5.5.1 Sausages
 - 5.5.2 Dry-cured meats
- 5.6 Grains and Legumes
 - 5.6.1 Tempeh
 - 5.6.2 Miso
 - 5.6.3 Natto
- 5.7 Other Product Types

6 GLOBAL FERMENTED FOODS MARKET, BY PROCESS

- 6.1 Introduction
- 6.2 Lactic Acid
- 6.3 Alcoholic
- 6.4 Acetic Acid
- 6.5 Vinegar

7 GLOBAL FERMENTED FOODS MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Supermarkets/Hypermarkets
- 7.3 Specialty Stores
- 7.4 Online Retailers
- 7.5 Convenience Stores
- 7.6 Direct Sales

8 GLOBAL FERMENTED FOODS MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Probiotics
- 8.3 Detoxification
- 8.4 Restaurants
- 8.5 Probiotics
- 8.6 Amino Acids
- 8.7 Other Applications

9 GLOBAL FERMENTED FOODS MARKET, BY END USER

- 9.1 Introduction
- 9.2 Food & Beverages
- 9.3 Health & Nutrition
- 9.4 Agriculture
- 9.5 Pharmaceuticals
- 9.6 Personal Care
- 9.7 Biotechnology
- 9.9 Other End Users

10 GLOBAL FERMENTED FOODS MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India

- 10.4.4 Australia
- 10.4.5 New Zealand
- 10.4.6 South Korea
- 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Danone
- 12.2 Nestle S.A.
- 12.3 Kerry Group
- 12.4 Yakult Honsha Co., Ltd.
- 12.5 General Mills Inc.
- 12.6 Lactalis Group
- 12.7 Arla Foods
- 12.8 The WhiteWave Foods Company
- 12.9 Hain Celestial Group
- 12.10 Saputo Inc.
- 12.12 Meiji Holdings Co., Ltd.
- 12.12 Unilever
- 12.12 The Kraft Heinz Company

12.14 BASF SE

12.15 GoodBelly Probiotics

List Of Tables

LIST OF TABLES

- 1 Global Fermented Foods Market Outlook, By Region (2022-2030) (\$MN)
- 2 Global Fermented Foods Market Outlook, By Product Type (2022-2030) (\$MN)
- 3 Global Fermented Foods Market Outlook, By Dairy Products (2022-2030) (\$MN)
- 4 Global Fermented Foods Market Outlook, By Yogurt (2022-2030) (\$MN)
- 5 Global Fermented Foods Market Outlook, By Cheese (2022-2030) (\$MN)
- 6 Global Fermented Foods Market Outlook, By Kefir (2022-2030) (\$MN)
- 7 Global Fermented Foods Market Outlook, By Vegetable Ferments (2022-2030) (\$MN)
- 8 Global Fermented Foods Market Outlook, By Sauerkraut (2022-2030) (\$MN)
- 9 Global Fermented Foods Market Outlook, By Kimchi (2022-2030) (\$MN)
- 10 Global Fermented Foods Market Outlook, By Pickles (2022-2030) (\$MN)
- 11 Global Fermented Foods Market Outlook, By Beverages (2022-2030) (\$MN)
- 12 Global Fermented Foods Market Outlook, By Meat Ferments (2022-2030) (\$MN)
- 13 Global Fermented Foods Market Outlook, By Sausages (2022-2030) (\$MN)
- 14 Global Fermented Foods Market Outlook, By Dry-cured meats (2022-2030) (\$MN)
- 15 Global Fermented Foods Market Outlook, By Grains and Legumes (2022-2030) (\$MN)
- 16 Global Fermented Foods Market Outlook, By Tempeh (2022-2030) (\$MN)
- 17 Global Fermented Foods Market Outlook, By Miso (2022-2030) (\$MN)
- 18 Global Fermented Foods Market Outlook, By Natto (2022-2030) (\$MN)
- 19 Global Fermented Foods Market Outlook, By Other Product Types (2022-2030) (\$MN)
- 20 Global Fermented Foods Market Outlook, By Process (2022-2030) (\$MN)
- 21 Global Fermented Foods Market Outlook, By Lactic Acid (2022-2030) (\$MN)
- 22 Global Fermented Foods Market Outlook, By Alcoholic (2022-2030) (\$MN)
- 23 Global Fermented Foods Market Outlook, By Acetic Acid (2022-2030) (\$MN)
- 24 Global Fermented Foods Market Outlook, By Vinegar (2022-2030) (\$MN)
- 25 Global Fermented Foods Market Outlook, By Distribution Channel (2022-2030) (\$MN)
- 26 Global Fermented Foods Market Outlook, By Supermarkets/Hypermarkets (2022-2030) (\$MN)
- 27 Global Fermented Foods Market Outlook, By Specialty Stores (2022-2030) (\$MN)
- 28 Global Fermented Foods Market Outlook, By Online Retailers (2022-2030) (\$MN)
- 29 Global Fermented Foods Market Outlook, By Convenience Stores (2022-2030) (\$MN)
- 30 Global Fermented Foods Market Outlook, By Direct Sales (2022-2030) (\$MN)

- 31 Global Fermented Foods Market Outlook, By Application (2022-2030) (\$MN)
- 32 Global Fermented Foods Market Outlook, By Probiotics (2022-2030) (\$MN)
- 33 Global Fermented Foods Market Outlook, By Detoxification (2022-2030) (\$MN)
- 34 Global Fermented Foods Market Outlook, By Restaurants (2022-2030) (\$MN)
- 35 Global Fermented Foods Market Outlook, By Probiotics (2022-2030) (\$MN)
- 36 Global Fermented Foods Market Outlook, By Amino Acids (2022-2030) (\$MN)
- 37 Global Fermented Foods Market Outlook, By Other Applications (2022-2030) (\$MN)
- 38 Global Fermented Foods Market Outlook, By End User (2022-2030) (\$MN)
- 39 Global Fermented Foods Market Outlook, By Food & Beverages (2022-2030) (\$MN)
- 40 Global Fermented Foods Market Outlook, By Health & Nutrition (2022-2030) (\$MN)
- 41 Global Fermented Foods Market Outlook, By Agriculture (2022-2030) (\$MN)
- 42 Global Fermented Foods Market Outlook, By Pharmaceuticals (2022-2030) (\$MN)
- 43 Global Fermented Foods Market Outlook, By Personal Care (2022-2030) (\$MN)
- 44 Global Fermented Foods Market Outlook, By Biotechnology (2022-2030) (\$MN)
- 45 Global Fermented Foods Market Outlook, By Other End Users (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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