

# Guar Market Forecasts to 2030 – Global Analysis By Product (Guar Gum, Guar Splits and Guar Meal), Form, Function, Distribution Channel, Application and By Geography

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## Abstracts

According to Statistics MRC, the Global Guar Market is accounted for \$1.40 billion in 2024 and is expected to reach \$2.41 billion by 2030 growing at a CAGR of 9.5% during the forecast period. Guar, scientifically known as *Cyamopsis tetragonoloba*, is a drought-resistant legume native to India and Pakistan. It is cultivated for its seeds, which produce guar gum, a valuable natural thickener and stabilizer used in food, cosmetics, and industrial applications. Guar is also utilized as animal feed and green manure, enriching soil fertility. The plant thrives in arid and semi-arid regions, offering a sustainable crop option for marginal lands. Its versatility and economic value make it a significant agricultural commodity globally.

Market Dynamics:

Driver:

Rising demand for natural ingredients

Guar, a plant-based ingredient, is increasingly being used in food, cosmetics, and pharmaceuticals due to its numerous health benefits. It is known for its high fiber content and its role as a natural thickening agent, which is appealing to health-conscious consumers. Moreover, the growing awareness of the environmental benefits of natural ingredients has also boosted guar's popularity. Guar is sustainable, as it requires minimal water and can thrive in arid regions. This combination of health, sustainability, and versatility is driving the growth of the market.

## Restraint:

### Dependency on weather conditions

Droughts and inconsistent rainfall can reduce yield, leading to supply shortages. Extreme temperatures or unexpected weather patterns can also harm the plant's growth cycle. Poor weather conditions in major production regions, such as India and Pakistan, result in price volatility. Farmers face difficulty predicting harvests, making it hard to plan for future demands. The unpredictability of weather patterns makes it challenging for the industry to maintain stable production levels. This weather dependency ultimately affects both local and global market prices.

## Opportunity:

### Growing demand for plant-based products

Guar, a legume native to India and Pakistan, is widely used in plant-based foods due to its natural thickening and binding properties. As more consumers adopt plant-based diets, the need for ingredients like guar gum, which is derived from guar seeds, is rising. Guar gum enhances the texture of plant-based dairy products, meat substitutes, and gluten-free alternatives. The increase in vegan and vegetarian trends globally further boosts its demand in food processing and other industries. This trend is expected to continue, as consumers increasingly prioritize plant-based and sustainable products, thereby propels the growth of the market.

## Threat:

### Consumer awareness of substitutes

Consumers become more knowledgeable about substitutes, they may shift to options that offer similar benefits at a lower cost. This awareness reduces the demand for Guar, especially when substitutes are more readily available. Additionally, increased information about the environmental or health benefits of alternatives may further decrease Guar's market share. Substitutes such as hydrocolloids and other gelling agents can compete directly with Guar in food, pharmaceuticals, and cosmetics. As consumers opt for these substitutes, manufacturers may find it more challenging to sustain Guar's market position.

## Covid-19 Impact

The COVID-19 pandemic disrupted the global guar market, with significant supply chain interruptions affecting production and distribution. Lockdowns and travel restrictions led to labor shortages and reduced agricultural activity, particularly in India, the largest producer of guar. This resulted in a decrease in guar gum production, impacting industries reliant on it, such as oil and gas, food, and pharmaceuticals. Additionally, decreased demand from sectors like oil and gas, due to reduced industrial activities and price volatility, further affected market dynamics. However, the market showed signs of recovery as industries adapted and demand for guar-based products in healthcare and food segments increased.

The guar gum segment is expected to be the largest during the forecast period

The guar gum segment is estimated to have a lucrative growth, due to its wide range of applications. It is predominantly used in the oil and gas industry for hydraulic fracturing, where it serves as a key thickening agent in drilling fluids. In the food industry, guar gum is valued for its stabilizing, gelling, and thickening properties, making it a common additive in dairy, bakery, and gluten-free products. The pharmaceutical sector also contributes to the segment's growth, using guar gum as a binder and emulsifier in tablet formulations. The rising demand for guar gum in cosmetic and personal care products for its moisturizing and film-forming properties further strengthens the market.

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

The pharmaceuticals segment is anticipated to witness the highest CAGR growth during the forecast period, due to its diverse applications. Guar gum is widely used as a stabilizing agent, thickener, and emulsifier in various pharmaceutical formulations. It helps improve the texture, shelf-life, and overall effectiveness of oral suspensions, tablets, and other drug formulations. Additionally, guar gum is used in controlled-release formulations to ensure the sustained delivery of drugs. The growing demand for natural and plant-based ingredients in the pharmaceutical industry further boosts guar's market value.

Region with largest share:

Asia Pacific is expected to hold the largest market share during the forecast period

driven by the demand for guar gum, a key ingredient used in industries like food, pharmaceuticals, textiles, and oil drilling. India is the leading producer of guar beans, contributing significantly to the regional market share. The increasing applications of guar gum in hydraulic fracturing for oil and gas exploration have further boosted its demand. Additionally, the expanding food and beverage industry in countries like China and Japan is driving the need for guar-based products. Overall, the Asia Pacific guar market is expected to see steady growth due to industrial diversification and technological advancements in guar processing.

#### Region with highest CAGR:

North America is expected to have the highest CAGR over the forecast period, owing to its diverse applications in industries such as food, pharmaceuticals, and oil drilling. Guar gum, derived from the seeds of the guar plant, is a key ingredient in various products like gluten-free food, hydraulic fracturing fluids, and personal care items. The United States, with its strong presence in the oil and gas industry, is the largest consumer of guar gum in the region, particularly for its role in fracking operations. Increased demand for natural and organic products has further bolstered the market, as guar is considered a sustainable alternative to synthetic additives. However, the market is also subject to fluctuations in supply due to factors like weather conditions and agricultural output in guar-producing regions.

#### Key players in the market

Some of the key players profiled in the Guar Market include Ashland Inc., Cargill, Incorporated, Hindustan Gum & Chemicals Ltd., India Glycols Limited, Jai Bharat Gum & Chemicals Ltd., Lucid Colloids Ltd., Shree Ram Industries, Vikas WSP Limited, Supreme Gums Pvt. Ltd., Guar Resources LLC, Neelkanth Polymers, Rama Gum Industries (India) Ltd., Amba Gums & Feeds Products, Lamberti S.p.A., Ashapura Proteins Limited and Adarsh Guar Gum Udyog.

#### Key Developments:

In December 2024, Ashland announced a definitive agreement to sell its Avoca business to Mane. Avoca specializes in Sclareolide production and contract manufacturing capabilities across two facilities in North Carolina and Wisconsin.

In May 2024, Ashland signed a definitive agreement to sell its nutraceuticals business to Turnspire Capital Partners LLC. The transaction was expected to close in the third

quarter of 2024, subject to customary closing conditions.

Products Covered:

Guar Gum

Guar Splits

Guar Meal

Forms Covered:

Powder

Granules

Liquid

Functions Covered:

Thickening Agent

Stabilizing Agent

Gelling Agent

Emulsifying Agent

Friction Reducer

Binding Agent

Other Functions

Distribution Channels Covered:

Direct Sales

Distributors

Online Channels

Applications Covered:

Food & Beverages

Oil & Gas

Pharmaceuticals

Cosmetics & Personal Care

Textile Industry

Animal Feed

Industrial

Other Applications

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

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