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Sustainable Beet Pulp Fiber Market Forecasts to 2032 – Global Analysis By Product Type (Conventional Beet Pulp Fiber and Organic Beet Pulp Fiber), Form (Pellets, Shreds and Crumbles), Category, Physical Form, Livestock Type, Distribution Channel, Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Sustainable Beet Pulp Fiber Market is accounted for $1.60 billion in 2025 and is expected to reach $2.87 billion by 2032 growing at a CAGR of 8.7% during the forecast period. Sustainable beet pulp fiber is an eco-friendly byproduct derived from the sugar extraction process of sugar beets. It is highly valued for its high dietary fiber content and minimal environmental impact, making it a great addition to animal feed and environmentally friendly food packaging. Because it uses agricultural waste that would otherwise go unused, its production adheres to the principles of the circular economy. Rich in insoluble fiber, beet pulp fiber promotes healthy digestion in pets and cattle and is being investigated as a biodegradable addition to compostable materials. Moreover, it is becoming a more and more appealing choice for a variety of industries aiming to lessen their carbon footprint and encourage waste valorization because of its renewable nature, adaptability, and sustainable sourcing.

According to the University of Nebraska–Lincoln Extension, sugar beet pulp typically contains 24 % dry matter, 10 % crude protein, 44 % neutral detergent fiber, and 80–90 % total digestible nutrients (TDN), making it “an excellent energy source” that delivers energy through highly digestible fiber rather than starch.

Market Dynamics:

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Driver:

Development of applications for plant-based and functional foods

Functional ingredients such as beet pulp fiber have gained attention due to the growing trend of plant-based and health-conscious diets. With a dietary fiber content of almost 70% and other bioactive substances like polyphenols, beet pulp provides both functional and nutritional benefits for food applications. It encourages the reduction of sugar in food formulations, improves digestive health, and increases satiety. Beet pulp is being investigated by food manufacturers more and more as a natural ingredient for snacks, meat substitutes, bakery goods, and supplements. Its potential to enhance food products' texture and stability makes it appealing for clean-label development.

Restraint:

Low industry-wide awareness and adoption

Due to a lack of knowledge about its full potential, beet pulp fiber is still underutilized in a number of industries despite its sustainable benefits. Its physicochemical qualities, uses, and sustainability advantages are unknown to many manufacturers in the food, packaging, and textile industries. Although beet pulp has been used for decades in the feed industry, other industries frequently ignore it in favor of more well-known bio-based fibers like bagasse, hemp, or bamboo. Additionally, beet pulp fiber is therefore frequently limited to specialized uses, and its potential for advancement in packaging, biodegradable composites, and functional foods are still mainly unrealized.

Opportunity:

Growth into compostable and biodegradable packaging options

Beet pulp fiber is becoming a more viable option for biodegradable and compostable packaging due to increased worldwide prohibitions on single-use plastics and more stringent environmental laws. Because it is lignocellulosic, it can be processed, molded, or mixed with biopolymers to make environmentally friendly trays, containers, or cushioning materials. Beet pulp fiber can be positioned as affordable, locally accessible filler that provides strength and biodegradability as industries look for renewable packaging materials that satisfy both functional and environmental requirements. Furthermore, the aggressive zero-waste targets set by governments and multinational

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firms are making room for novel materials like beet pulp fiber to take the place of packaging made of petroleum-based plastic and foam.

Threat:

Danger of residues and contaminants from sugar processing

The use of beet pulp, a byproduct of industrial sugar extraction, in food and packaging may give rise to questions regarding the presence of heavy metals, chemical residues, or processing aids. Certain batches might not meet safety or regulatory standards if they are not sufficiently purified or standardized, particularly when used in biodegradable consumer goods or human food. This may result in product recalls, shipment rejections, or heightened scrutiny from environmental and food safety authorities. This threat poses a significant quality control challenge for businesses looking to expand the use of beet pulp fiber beyond animal feed into food-grade or pharmaceutical applications.

Covid-19 Impact:

The COVID-19 pandemic had a mixed effect on the market for sustainable beet pulp fiber. Lockdowns and labour shortages, particularly in major sugar beet-producing regions like Europe and North America, disrupted supply chains, processing operations, and logistics. Beet pulp production and availability decreased as a result of the temporary closure of sugar mills and a decrease in industrial activity. But the crisis also sped up interest in locally produced and sustainable materials, which led to more research into using agricultural waste products like beet pulp in circular economy models. Despite early setbacks, the pandemic's increased consumer awareness of nutrition and health also increased demand for dietary fiber in both animal and human food applications, opening up new markets for value-added beet pulp products.

The conventional beet pulp fiber segment is expected to be the largest during the forecast period

The conventional beet pulp fiber segment is expected to account for the largest market share during the forecast period. Its extensive availability, affordability, and solid integration into the animal feed sector are the main reasons for its dominance. The high global production of sugar beets, especially in nations like the U.S., Russia, Germany, and France, benefits this segment, which is derived from sugar beets grown using conventional agricultural practices. Large-scale purchasers favor it because of its

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reliable supply chain, affordable price, and acceptance in mass-market applications like industrial fiber fillers and animal feed. The scalability and economic advantages of conventional beet pulp fiber ensure its continued market dominance, despite the fact that consumers who prioritize quality and the environment are increasingly selecting organic alternatives.

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

Over the forecast period, the pellets segment is predicted to witness the highest growth rate. The need for convenient, shelf-stable, and space-efficient fiber sources for industrial and animal nutrition applications is what is driving this growth. Pellets are especially appealing to commercial livestock operations and pet food manufacturers because of their improved transportability, extended storage life, and simplicity in combining with other feed ingredients. They are also appropriate for automated feeding systems due to their consistent size and minimal dust production. Moreover, the use of pelletized beet pulp is growing quickly as sustainability becomes a higher priority in the livestock and equine industries, which is helping to fuel the market's robust momentum and high anticipated growth rate.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share because of its status as a major producer of sugar beets and its commitment to sustainability, the circular economy, and the use of agricultural byproducts. The well-established sugar processing industries in nations like France, Germany, Poland, and the Netherlands produce large amounts of beet pulp, much of which is recycled for use in organic soil amendments, animal feed, and biodegradable packaging. The use of beet pulp fiber is further increased by favorable EU laws and programs like the European Green Deal, which promote the value-adding of agro-industrial waste. Additionally, Europe leads the world market owing to its sophisticated infrastructure, rising demand for environmentally friendly products, and robust regulatory support.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by the need for affordable fiber sources in animal feed, growing awareness of sustainable agricultural practices, and fast industrialization. To meet domestic feed demand and lessen reliance on imported feed materials, nations such as China and India are increasing their capacity for sugar beet cultivation and processing.

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Furthermore, the region's expanding middle class, shifting dietary habits, and government programs supporting the circular economy are all driving the use of agricultural waste products like beet pulp across a range of industries. Furthermore, Asia-Pacific is the fastest-growing region in this field due to its comparatively unexplored market potential, rising investments in agri-waste valorization, and sustainable food systems.

Key players in the market

Some of the key players in Sustainable Beet Pulp Fiber Market include Cosun Beet Company, British Sugar plc, Duynie Group, Nordic Sugar A/S, American Crystal Sugar Company, Cargill, Incorporated, Michigan Sugar Company, Delta Sugar Company, Nordzucker AG, Amalgamated Sugar Company, S?dzucker AG, Tereos Group, Nippon Beet Sugar Manufacturing Inc, Louis Dreyfus Company and ED&F Man Holdings Limited.

Key Developments:

In July 2025, Tereos is planning a major expansion of its power contract sales in Brazil, aiming to grow its client base tenfold and reach more than 1,000 corporate customers within the next two years, as per the media report. Tereos, the second-largest sugar producer in Brazil, also generates electricity from sugarcane residue at several of its plants. While the power division makes up a small part of its overall business in the country, it provides a steady source of revenue.

In May 2025, S?dzucker AG and AFYREN have committed to extend their long-term partnership to advance sustainable, biobased and circular chemical production aligned with the EU’s green transition goals. The partnership, central to the EU’s AFTER-BIOCHEM initiative led by AFYREN, was solidified in a 2021 multi-year contract.

In May 2025, Cargill Inc reached a settlement with fast-food giant McDonald’s Corp. over its antitrust claims, which alleged price fixing by beef suppliers. The announcement stems from a lawsuit McDonald’s filed in October 2024 against leading meatpackers Cargill, JBS, Swift Beef Co., National Beef Packing Co. and Tyson Foods claiming that they conspired to fix beef prices at artificially high levels by limiting beef supplies starting as early as 2015 through the time of the filing, in violation of the Sherman Act.

Product Types Covered:

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Conventional Beet Pulp Fiber

Organic Beet Pulp Fiber

Forms Covered:

Pellets

Shreds

Crumbles

Categories Covered:

Molassed

Unmolassed

Physical Forms Covered:

Wet

Pressed

Dried

Ensiled

Livestock Types Covered:

Cow (Cattle)

Horse (Equine)

Sheep

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- Goat
- Pig (Swine)
- Buffaloes
- Pet Food

Distribution Channels Covered:

- Online Retail
- Specialty Stores
- Modern Trade
- Departmental Stores
- Convenience Stores
- Direct Sales
- Other Distribution Channels

Applications Covered:

- Animal Feed
- Agriculture
- Bioenergy
- Other Applications

Regions Covered:

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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

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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 2024, 2025, 2026, 2028, and 2032
- 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

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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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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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