

Upcycled Food Products Market Forecasts to 2032 – Global Analysis By Biofuel Type (Upcycled Snacks, Upcycled Beverages, Upcycled Ingredients, Upcycled Dairy & Dairy Alternatives, Upcycled Baked Goods and Other Products), Source, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Upcycled Food Products Market is accounted for \$73.6 billion in 2025 and is expected to reach \$127.78 billion by 2032 growing at a CAGR of 8.2% during the forecast period. Foods manufactured from components that would otherwise be thrown away but are still healthy and nourishing to eat are known as upcycled food items. These goods make use of excess, leftovers, or flawed meals that do not satisfy typical market standards. Upcycled foods provide value to underutilised products while reducing food waste through creative processing and recycling. Snacks, drinks, and packaged items manufactured from pulp, discarded grains, or salvaged produce can be among them.

Market Dynamics:

Driver:

Supportive regulations & certifications

Governments and regulatory agencies create clear criteria for using food byproducts, encouraging sustainable practices. Credibility is increased and environmentally conscious customers are drawn in by certifications such as the Upcycled Certified™ label. Incentives and subsidies for waste reduction further motivate food companies to

invest in upcycling. By streamlining production, standardised regulations increase the availability of upcycled foods in mainstream markets. As sustainability acquires relevance, regulatory support strengthens the market's growth and innovation.

Restraint:

Limited consumer acceptance

Many consumers perceive upcycled foods as low-quality or unappealing due to their origin from food waste. Lack of awareness and understanding about the benefits of upcycled foods further reduces their adoption. Branding and marketing challenges make it difficult for companies to change consumer perceptions. Additionally, higher prices compared to conventional products discourage price-sensitive buyers. As a result, the market struggles to expand despite its sustainability benefits.

Opportunity:

Growing demand for sustainable products

Customers are supporting circular economy activities, cutting down on food waste, and giving eco-friendly options more importance. Food makers are inventing with upcycled components including fruit peels, discarded grains, and vegetable pulp to create value-added goods. Businesses are further encouraged to use waste-reducing methods by government restrictions and sustainability objectives. Upcycled products are marketed by retailers and food businesses as high-end, ecologically friendly, and health-conscious choices. Growing consumer acceptability and market expansion are fuelled by this growing consciousness and dedication to sustainability.

Threat:

Consumer skepticism & misinformation

Instead of seeing upcycled meals as sustainable and nourishing solutions, many customers view them as waste or subpar goods. Misinformation on the origins of ingredients and production methods further erodes consumer confidence in these goods. Customers find it more difficult to identify and accept them when there is a lack of standard definitions and clear labelling. Adoption may be slowed by unfavourable opinions that circulate via social media and word-of-mouth. As a result, even if upcycled food brands are good for the environment, they have trouble becoming widely accepted.

Covid-19 Impact

The COVID-19 pandemic disrupted supply chains and altered consumer behavior, impacting the upcycled food products market. Initial lockdowns slowed production and distribution, but rising awareness of food waste and sustainability fueled demand. Consumers sought cost-effective, eco-friendly food options, driving innovation and new product launches. Government initiatives promoting food security and circular economy practices further supported market growth. As the economy recovers, the upcycled food market is expected to expand, with businesses focusing on sustainability, waste reduction, and resource efficiency.

The upcycled beverages segment is expected to be the largest during the forecast period

The upcycled beverages segment is expected to account for the largest market share during the forecast period by transforming food by-products into nutritious drinks, reducing waste. It adds value to waste materials by repurposing materials like whey, fruit peels, and coffee husks. Upcycled beverages are becoming more and more popular as consumer demand for eco-friendly and health-conscious products rises. Brand campaigns and creative formulas draw in eco-aware consumers, broadening the market. Upcycled beverages are a major component of the circular economy because of supportive laws and sustainability objectives that further stimulate expansion.

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

Over the forecast period, the human consumption segment is predicted to witness the highest growth rate, due to transformed value-added products. The market for repurposed snacks, drinks, and packaging is being driven by rising consumer awareness of food waste and sustainability. Certifications and regulatory backing increase credibility and draw in eco-aware and health-conscious customers. Food companies increase product diversity and market reach by inventing innovative formulations. Adoption of recycled food products is further accelerated by growing environmental concerns and circular economy activities.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share due to increased consumer awareness of food waste reduction. Companies are innovating by repurposing surplus ingredients into nutritious and eco-friendly products, such as snacks, beverages, and alternative proteins. Governments and organizations are supporting circular economy initiatives, encouraging businesses to adopt upcycling practices. Countries like Japan, South Korea, and Australia are leading the trend with strong demand for sustainable food solutions. Rising health consciousness and eco-friendly consumption habits are further fueling market expansion across the region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to sustainability and waste reduction. Companies are innovating by transforming surplus food and byproducts into nutritious, high-quality products, such as snacks, beverages, and ingredients. The U.S. and Canada are witnessing increased adoption due to rising environmental awareness and support from organizations like the Upcycled Food Association. Major food brands and startups are investing in upcycled solutions to meet consumer demand and reduce food waste. This trend is driving market expansion and fostering a circular economy in the region.

Key players in the market

Some of the key players profiled in the Upcycled Food Products Market include Barnana, Renewal Mill, ReGrained, Pulp Pantry, RIND, Joolies, The Ugly Company, CaPao, Chia Smash, Confetti Snacks, Beyond Belief Brewing, Kaffe Bueno, Matriark Foods, Planetarians, Pluck, Rootly, Crust, Oisix.

Key Developments:

In February 2024, RIND Snacks acquired Vermont-based granola producer Small Batch Organics. This acquisition aimed to transition RIND into in-house manufacturing and fulfillment, enhancing product development capabilities and operational efficiency. The collaboration led to the launch of new products, such as the Cherry Cashew Crunch, featuring upcycled cherries, spiced cashews, and vanilla granola clusters, available in major retail outlets like Sam's Club and Walmart.

In July 2023, Renewal Mill introduced the RenewALL 100% Upcycled Blend at the Institute of Food Technologists' annual meeting and expo in Chicago. This flour blend, made from upcycled ingredients, serves as a complete replacement for traditional flours in various recipes, offering higher fiber and protein content per serving than whole

wheat flour.

In June 2023, Barnana introduced its first Upcycled Certified® product, Organic Plantain Scoops, made from upcycled plantain peels. These scoops, available nationally at select Whole Foods Market stores, reflect Barnana's commitment to reducing food waste and providing high-fiber snacks.

Products Covered:

Upcycled Snacks

Upcycled Beverages

Upcycled Ingredients

Upcycled Dairy & Dairy Alternatives

Upcycled Baked Goods

Other Products

Sources Covered:

Food waste

Agricultural by Products

Brewery and Distillery Waste

Other Sources

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Stores

Online Retail

Convenience Stores

Direct Sales

Applications Covered:

General Health & Wellness

Immune System Support

Skin, Hair, & Nail Health

Weight Management

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 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

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 Emerging Markets
- 3.9 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 UPCYCLED FOOD PRODUCTS MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Upcycled Snacks
- 5.3 Upcycled Beverages
- 5.4 Upcycled Ingredients
- 5.5 Upcycled Dairy & Dairy Alternatives
- 5.6 Upcycled Baked Goods
- 5.7 Other Products

6 GLOBAL UPCYCLED FOOD PRODUCTS MARKET, BY SOURCE

- 6.1 Introduction
- 6.2 Food waste
- 6.3 Agricultural by Products
- 6.4 Brewery and Distillery Waste
- 6.5 Other Sources

7 GLOBAL UPCYCLED FOOD PRODUCTS MARKET, BY DISTRIBUTION CHANNEL

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

8 GLOBAL UPCYCLED FOOD PRODUCTS MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Human Consumption
- 8.3 Animal Feed
- 8.4 Nutraceuticals & Supplements
- 8.5 Personal Care & Cosmetics
- 8.6 Food & Beverage Processing
- 8.7 Retail & Hospitality
- 8.8 Other Applications

9 GLOBAL UPCYCLED FOOD PRODUCTS MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 Qatar
 - 9.6.4 South Africa
 - 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions

10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Barnana
- 11.2 Renewal Mill
- 11.3 ReGrained
- 11.4 Pulp Pantry
- 11.5 RIND
- 11.6 Joolies
- 11.7 The Ugly Company
- 11.8 CaPao
- 11.9 Chia Smash
- 11.10 Confetti Snacks
- 11.11 Beyond Belief Brewing
- 11.12 Kaffe Bueno
- 11.11 Matriark Foods
- 11.14 Planetarians
- 11.15 Pluck
- 11.16 Rootly
- 11.17 Crust
- 11.18 Oisix

List Of Tables

LIST OF TABLES

- Table 1 Global Upcycled Food Products Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Upcycled Food Products Market Outlook, By Product (2024-2032) (\$MN)
- Table 3 Global Upcycled Food Products Market Outlook, By Upcycled Snacks (2024-2032) (\$MN)
- Table 4 Global Upcycled Food Products Market Outlook, By Upcycled Beverages (2024-2032) (\$MN)
- Table 5 Global Upcycled Food Products Market Outlook, By Upcycled Ingredients (2024-2032) (\$MN)
- Table 6 Global Upcycled Food Products Market Outlook, By Upcycled Dairy & Dairy Alternatives (2024-2032) (\$MN)
- Table 7 Global Upcycled Food Products Market Outlook, By Upcycled Baked Goods (2024-2032) (\$MN)
- Table 8 Global Upcycled Food Products Market Outlook, By Other Products (2024-2032) (\$MN)
- Table 9 Global Upcycled Food Products Market Outlook, By Source (2024-2032) (\$MN)
- Table 10 Global Upcycled Food Products Market Outlook, By Food waste (2024-2032) (\$MN)
- Table 11 Global Upcycled Food Products Market Outlook, By Agricultural by Products (2024-2032) (\$MN)
- Table 12 Global Upcycled Food Products Market Outlook, By Brewery and Distillery Waste (2024-2032) (\$MN)
- Table 13 Global Upcycled Food Products Market Outlook, By Other Sources (2024-2032) (\$MN)
- Table 14 Global Upcycled Food Products Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 15 Global Upcycled Food Products Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)
- Table 16 Global Upcycled Food Products Market Outlook, By Specialty Stores (2024-2032) (\$MN)
- Table 17 Global Upcycled Food Products Market Outlook, By Online Retail (2024-2032) (\$MN)
- Table 18 Global Upcycled Food Products Market Outlook, By Convenience Stores (2024-2032) (\$MN)
- Table 19 Global Upcycled Food Products Market Outlook, By Direct Sales (2024-2032) (\$MN)

Table 20 Global Upcycled Food Products Market Outlook, By Application (2024-2032) (\$MN)

Table 21 Global Upcycled Food Products Market Outlook, By Human Consumption (2024-2032) (\$MN)

Table 22 Global Upcycled Food Products Market Outlook, By Animal Feed (2024-2032) (\$MN)

Table 23 Global Upcycled Food Products Market Outlook, By Nutraceuticals & Supplements (2024-2032) (\$MN)

Table 24 Global Upcycled Food Products Market Outlook, By Personal Care & Cosmetics (2024-2032) (\$MN)

Table 25 Global Upcycled Food Products Market Outlook, By Food & Beverage Processing (2024-2032) (\$MN)

Table 26 Global Upcycled Food Products Market Outlook, By Retail & Hospitality (2024-2032) (\$MN)

Table 27 Global Upcycled Food Products Market Outlook, By Other Applications (2024-2032) (\$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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