

# **Customized Premixes Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F By Nutrient (Vitamins, Minerals, Amino Acids, Nucleotides, Antibiotics, Others), By Form (Powder, Liquid), By Function (Bone Health, Skin Health, Immunity, Digestion, Others), By Application (Food & Beverages, Dietary Supplements, Nutritional Products, Others), By Region, Competition**

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## **Abstracts**

The global customized premixes market was valued at USD 1.84 billion in 2022 and is anticipated to experience robust growth in the forecast period with a CAGR of 4.06% through 2028. Food fortification with various micronutrients is a fundamental aspect of producing nutritional bars, bakery products, beverages, and supplements. The fortification aligns with FDA guidelines, encompassing vitamins, minerals, probiotics and prebiotics, amino acids, and nucleotides, among others. Adequate daily intake of these micronutrients aids in maintaining a balanced diet and promoting overall well-being. In response to heightened consumer demand, companies are prioritizing the development of food products that fulfill nutritional requirements. For example, Nestle has introduced a range of vitamin and mineral-based beverages, including vitamin B and A, to meet consumer needs.

In animal feed, the health of livestock and other animals is of paramount importance. Customized premixes targeting specific functions such as reproduction, meat quality enhancement, and milk production have influenced feed producers to cater to consumer requirements. The composition of micronutrition in animal feed supports gut health, livestock management, and feed palatability. Increasing awareness of animal health has

driven the consumption of feed fortified with micronutrients.

## Key Market Drivers:

### Rising Awareness for a Healthy Lifestyle

Customized premixes are formulated blends of essential food ingredients in specific concentrations that meet nutritional requirements. The rise of urbanization and increasingly busy lifestyles have significantly impacted human habitats, including eating habits and health awareness. As a result, consumers are increasingly prioritizing healthy food choices and seeking out nutritional supplements. The COVID-19 pandemic has further amplified the importance of health, immunity, and overall well-being, affecting both urban and rural areas. This heightened awareness of a healthy lifestyle is expected to persist in the coming years. Consequently, there is a notable shift amongst customers towards incorporating functional ingredients into their diets and opting for healthy ready-to-eat food products.

### Growing Demand for Ready-Made Meals

Premixes are tailored blends of preferred functional ingredients, including vitamins, amino acids, minerals, nucleotides, prebiotics, nutraceuticals, fibers, herbs, and more. These ingredients are combined in a single, efficient, and homogeneous form known as customized premixes. Customized premixes are provided for processed food, dietary supplements, healthy beverages, ready-to-eat food, energy drinks, and other applications. As a result, the preparation of these food supplements is time-saving and in high demand due to the influence of rapid urbanization and busy schedules. Customized premixes bring together two or more functional ingredients in a single nutrient premix, further enhancing their benefits.

### Rising Demand for Customized Premixes as Supplements

The increasing prevalence of chronic diseases and rising healthcare costs have led to a surge in the consumption of dietary supplements. This, in turn, has resulted in higher demand for premixes, particularly vitamins and minerals, due to their superior health benefits. Vitamins and minerals play a crucial role in maintaining various health functions, such as supporting a healthy immune system, hormonal balance, tissue growth, bone health, and regulating metabolism. Moreover, there is growing demand for customized nutrient blends based on individual requirements, as nutritional deficiencies can vary from person to person. Additionally, consumers have developed a preference

for on-demand and personalized services. With the rise of on-demand personalization, the industry is expected to experience significant growth during the forecast period.

### Growing Demand for Processed Food

Processed meals are consumed due to busy lifestyles, leading to a surge in the global custom premix market. Advertising and promotional efforts further contribute to the growth of the worldwide customizable premix market. The demand for improved and functional foods drives the expansion of the customized premix market worldwide, as consumers become more aware of the nutritional components used in flavors, colors, and textures. Additionally, factors such as increased consumption of prepared food and the demand for packaged food in pursuit of healthy and nutritious meals are expected to fuel growth in the target market.

### Key Market Challenges

#### High Cost of Premix Products

Food enrichment is performed to supplement processed food with nutrients. As a result, the inclusion of nutrients in food necessitates the use of specific facilities and a variety of essential ingredients. This process involves the addition of essential micronutrients, trace elements, and vitamins to food products. Consequently, the pricing of these fortified products is influenced by the cost of these vitamins and trace elements.

The enrichment of food by food producers or governments, as part of a public health program, aims to address dietary deficiencies within a population. By adding micronutrients to staple foods and condiments, the occurrence of widespread deficiency diseases can be prevented. In such circumstances, the primary diet may lack specific nutrients due to inherent deficiencies in the staple foods. Therefore, the nutrients commonly included in enriched food products are vitamin A, B vitamins, vitamin D, folic acid, iodine, and iron. The execution of this process necessitates technical expertise and the use of automated instrumentation.

#### Lack of Product Awareness in Rural Areas

Awareness is predominantly increasing in developed countries, while rural areas in developing countries – where there is a significant need for nutritional supplements – lack awareness of the benefits and availability of customized premixes. This lack of awareness impedes market growth. Additionally, the high cost of enriched and fortified

products, along with inaccurate labeling of food products, also restrains market growth.

## Key Market Trends

### Demand for Customized Premixes in the Animal Feed Industry

The increasing consumption of high-quality animal feed and feed-based products has significantly boosted global poultry farming and livestock production. This surge in livestock production is a key driver for the demand for animal feed, particularly animal feed premixes.

The growing demand for animal feed-based products, coupled with the focus on nutritional and protein-enriched supplements, aims to enhance profitability and improve animal health. Government bodies are implementing guidelines at both local and industrial levels to ensure manufacturers provide animal feed with essential ingredients that promote health and immunity against diseases. Various manufacturers employ diverse commercial techniques and practices to deliver superior quality animal feed.

### Use of Premixes in Nutritional Fortification

Premixes are being used to fortify various food and beverage products with essential nutrients, such as protein, vitamins, minerals, and omega-3 fatty acids. Nutritional fortification addresses nutritional gaps in diets and supports overall health and wellness. Consumers are increasingly seeking personalized nutrition solutions that cater to their specific dietary needs, health goals, and lifestyle preferences. Customized premix products allow manufacturers to incorporate functional ingredients, vitamins, minerals, and bioactive compounds tailored to individual or target group requirements.

## Segmental Insights

### Application Type Insights

In 2022, the beverage segment accounted for the largest market share. Customized premixes are extensively utilized in the food and beverage industry, including energy drinks, beverages, nutritional drinks, carbonated water, fruit juices, and other carbonated beverages. Furthermore, the use of customized premixes in bakery, confectionery, cereals, and dairy products is expected to drive the growth of the customized premixes industry.

The rise in on-the-go eating trends due to busier lifestyles has led to an increase in chronic diseases among millennials, such as diabetes, cancer, and heart diseases. This has resulted in higher consumption of nutrient-rich fortified foods, thereby boosting the food and beverage market segment. The consumption of dietary supplements has also significantly increased due to factors such as the aging population, changing lifestyles, and growing health consciousness among consumers.

Furthermore, the segment's growth prospects are supplemented by the increasing popularity of weight reduction programs. Additionally, the incorporation of vitamins and amino acids in infant, clinical, and sports nutrition is expected to foster the growth of this segment. Growing concerns regarding the health of infants and mothers are projected to drive the uptake of related products.

### Nutrient Type Insights

The vitamins-based nutrient segment has emerged as a leader in the industry, capturing more than 36.0% of global revenue in 2019. The extensive utilization of vitamin premixes across various applications, including beverages, dairy products, cereals, dietary supplements, sports nutrition, and infant nutrition, is expected to drive the growth of this segment in the coming years.

Moreover, the minerals-based nutrient segment is projected to experience significant growth during the forecast period, primarily due to its increasing incorporation in the production of dairy and cereal products, such as milk, yogurt, cream cheese, and oatmeal. Minerals offer a range of health benefits, including bone health, nerve transmission, muscle contraction, blood pressure regulation, and immune system support.

### Regional Insights:

The North American region holds a significant market share due to the surging demand for healthy and functional foods. This is driven by the high consumption of processed foods resulting from busy lifestyles, as well as the growing consumer awareness of the health benefits of fortified foods. Additionally, the region exhibits low exposure to foodborne illnesses. On the other hand, the Asia-Pacific region is experiencing the fastest growth, attributed to the increasing demand for functional foods, changing lifestyles, rising income levels, and greater purchasing power. Consumers in this region are increasingly seeking nutritious and healthy products, which has contributed to the market expansion of the Customized Premixes Market.

## Key Market Players

Archer Daniels Midland Company (ADM Animal Nutrition, Inc.)

Koninklijke DSM N.V.

Glanbia PLC

Corbion N.V.

Piramal Enterprises Limited

Prinova Group LLC

Vitablend Nederland B.V.

SternVitamin GmbH & Co. KG (Stern-Wywiol Gruppe GmbH & Co. KG)

Wright Enrichment, Inc.

Farbest Brands

## Report Scope:

In this report, the Global Customized Premixes Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Customized Premixes Market, By Nutrient:

Vitamins

Minerals

o Amino Acids

- o Nucleotides

- o Antibiotics

- o Others

#### Customized Premixes Market, By Form:

- o Powder

  - Liquid

- Customized Premixes Market, By Function

  - o Bone Health

  - o Skin Health

  - o Immunity

  - o Digestion

  - o Others

#### Customized Premixes Market, By Application:

  - Food & Beverages

  - o Dietary Supplements

  - o Nutritional Products

  - o Others

#### Customized Premixes Market, By Region:

## North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia-Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia



Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Customized Premixes Market.

Available Customizations:

Global Customized Premixes Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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