

United States Diabetic Food Market By Product Type (Baked Products, Beverages, Confectionery, Dairy Products, Breakfast Cereals), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United States Diabetic Food Market was valued at USD 2.95 Billion in 2024 and is expected to reach USD 4.04 Billion by 2030 with a CAGR of 6.22% during the forecast period. The United States Diabetic Food market is primarily driven by the increasing prevalence of diabetes, especially type 2 diabetes, and the growing aging population. As diabetes rates continue to rise, there is a heightened demand for specialized food products that cater to the dietary needs of diabetic patients. Consumers are becoming more health-conscious and are increasingly seeking low-sugar, low-carb, and high-fiber food options to manage blood sugar levels. Also, advancements in food technology, such as the development of healthier sweeteners and ingredients, have led to the creation of more innovative diabetic-friendly food products. The rise in awareness about managing diabetes through diet, along with supportive healthcare policies, also contributes to the market's growth as people become more proactive in managing their health.

Key Market Drivers

Large Pool of People Suffering from Diabetes Across the Region

The United States is home to a large pool of individuals suffering from diabetes, which plays a crucial role in driving the diabetic food market. As a part of this, according to the

US Department of Health & Human Services, in the United States, over 30 million individuals have diabetes, which ranks as the seventh leading cause of death. This large diabetic population is primarily affected by type 2 diabetes, which is increasingly prevalent due to rising obesity rates, sedentary lifestyles, and unhealthy diets. With this increase in diabetes prevalence, there is a greater awareness among consumers about the role of diet in managing the condition and preventing complications. People are actively seeking foods that help control blood sugar levels, improve overall health, and reduce the risk of diabetes-related complications such as cardiovascular diseases, kidney problems, and nerve damage. To meet this growing demand, food manufacturers are innovating by offering low-sugar, low-carb, high-fiber, and fortified foods. These specialized products are designed to help manage glucose levels, provide essential nutrients, and cater to the unique dietary needs of diabetics. Consequently, the large number of individuals suffering from diabetes continues to drive the expansion of the diabetic food market in the U.S.

Key Market Challenges

High Cost of Specialized Products

One of the significant challenges facing the United States diabetic food market is the high cost of specialized products. Diabetic-friendly foods, such as low-carb snacks, sugar substitutes, and fortified meals, often come with a premium price tag compared to regular food products. This price disparity can make it difficult for certain segments of the population, particularly those with lower incomes or without adequate insurance coverage, to consistently afford these specialized foods. As the prevalence of diabetes continues to rise, affordability becomes a key issue, as many individuals with diabetes struggle with managing the costs of healthcare, medications, and dietary needs. While these specialized foods are essential for effective diabetes management, the higher cost can limit accessibility, particularly for low-income households, creating a barrier to proper diet control. Also, the cost of producing diabetic food products is often higher due to the use of specialized ingredients, such as low-glycemic sweeteners or high-quality fibers, which can drive up production costs. This, in turn, is passed on to the consumer. The price factor can also discourage some individuals from choosing these products regularly, leading them to seek out less expensive alternatives, which may not be as beneficial for managing blood sugar levels. As the market continues to grow, addressing the affordability of diabetic foods will be critical to ensuring that all individuals with diabetes have equal access to the nutritional support they need. Manufacturers and policymakers will need to work together to reduce costs and improve accessibility.

Key Market Trends

Rising Demand for Plant-Based & Natural Ingredients

The rising demand for plant-based and natural ingredients is a notable trend in the United States diabetic food market. As a part of this, according to Good Food Institute, the U.S. retail market for plant-based food in 2023 was USD 8.1 billion.. As consumers become more health-conscious and environmentally aware, they are increasingly seeking food products that are not only beneficial for managing blood sugar levels but also align with broader wellness and sustainability goals. This shift is leading to a growing preference for plant-based foods, which are seen as healthier and more nutritious alternatives to traditional animal-based ingredients. For individuals with diabetes, plant-based ingredients like whole grains, legumes, nuts, seeds, and vegetables offer numerous benefits. These foods are typically high in fiber, antioxidants, and essential nutrients, all of which help in blood sugar regulation and reducing the risk of diabetes-related complications. Plant-based proteins, such as lentils, chickpeas, and quinoa, are also gaining popularity as substitutes for animal-based protein sources in diabetic-friendly meals. In addition, natural ingredients like stevia, monk fruit, and erythritol are becoming more widely used as sugar substitutes in diabetic food products. These natural sweeteners offer sweetness without the harmful effects of refined sugar, helping to maintain stable blood glucose levels. This growing preference for plant-based and natural ingredients is also fuelled by a broader consumer movement toward clean eating, with a focus on whole, minimally processed foods.

Key Market Players

Nestl? USA

Unilever Plc

Kellanova

FIFTY 50

Danone North America

PepsiCo, Inc

Naturals Ice Cream

SKKY Desserts Pvt Ltd

Lazza

Rebel Creamery LLC

Report Scope:

In this report, the United States Diabetic Food Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Diabetic Food Market, By Product Type:

Baked Products

Beverages

Confectionery

Dairy Products

Breakfast Cereals

United States Diabetic Food Market, By Distribution Channel:

Supermarket & Hypermarket

Convenience Stores

Specialty Stores

Online

Others

United States Diabetic Food Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Diabetic Food Market.

Available Customizations:

United States Diabetic Food Market report with the given market data, TechSci 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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