

# **Asia Pacific Broth Market Forecast to 2027 - COVID-19 Impact and Regional Analysis by Product Type (Chicken Broth, Beef Broth, Vegetable Broth, and Bone Broth), Sales Channel (DTC, Specialty Channel Retailers, Mass Market Retailers, Club Retailers, Conventional Grocery Retailers, and Foodservice), and Nature (Organic and Conventional)**

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## **Abstracts**

The Asia Pacific broth market is expected to grow from US\$ 1,329.32 million in 2022 to US\$ 1,698.21 million by 2028. It is estimated to grow at a CAGR of 4.2% from 2022 to 2028.

### **Growing Popularity of Paleo Diet is Driving the Asia Pacific Broth Market**

The strict paleo diet asks consumers to eliminate highly processed food products from their routines. Bone broth is a simple food with fewer ingredients, which renders it well-suited to such stringent diets. Bone broth even fits the current trend of cooking that emphasizes using all parts of an animal for optimal nutrition (including those which otherwise are discarded). Bone broth also used in the nutritional supplement that claims to offer the health benefits all in a convenient powder or liquid form. Glycine present in broth is an essential component of bile acid, which is necessary for fat digestion in the small intestine, and it also helps maintain healthy blood cholesterol levels. Especially for people new to Paleo and switching from a carb-based to a fat-based diet, bone broth has the potential to keep the digestive process running a lot more smoothly. Thus, people are now increasingly adopting a paleo diet. According to Google Trends data, “paleo” was the most-searched diet in 2013. Thus, adopting a paleo diet is emerging as a significant trend in the Asia Pacific broth market.

## Asia Pacific Broth Market Overview

In Asia Pacific, the adoption of cross-cultural cuisine and changes in the dietary preferences of middle-income countries has increased the demand for broth. In addition, broth prepared from fresh vegetables has gained tremendous popularity in countries such as India, where the penetration of the vegetarian population is high. These factors are projected to boost the demand for broth, which is anticipated to fuel the market growth in Asia Pacific during the forecast period.

Moreover, consumers are more inclined toward protein-based food products such as broth due to its high nutritional value. Broth is easy to digest; thus, it is highly preferred by the geriatric population of Asia Pacific. According to the United Nations 2019 report, the geriatric population of India is anticipated to increase by 20% by 2050. Thus, such an increase in the geriatric population in the country is further anticipated to fuel the market growth in the region.

## Asia Pacific Broth Market Revenue and Forecast to 2028 (US\$ Million)

### Asia Pacific Broth Market Segmentation

The Asia Pacific broth market is segmented into type, category, distribution channel, and country.

Based on type, the Asia Pacific broth market is segmented into chicken broth, beef broth, seafood broth, vegetable broth, and others. In 2022, the chicken broth segment registered a largest share in the Asia Pacific broth market.

Based on category, the Asia Pacific broth market is bifurcated into organic and conventional. In 2022, the conventional segment registered a larger share in the Asia Pacific broth market.

Based on distribution channel, the Asia Pacific broth market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. In 2022, the supermarkets and hypermarkets segment registered a largest share in the Asia Pacific broth market.

Based on country, the Asia Pacific broth market is segmented into China, Japan, South Korea, India, Australia, and the Rest of Asia Pacific. In 2022, China segment registered

a largest share in the Asia Pacific broth market.

Campbell Soup Co; Del monte Foods Inc; The Hain Celestial Group Inc; and The Manischewits Co are the leading companies operating in the Asia Pacific broth market.

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