

Asia Pacific Egg White Powder Market Forecast to 2028– COVID-19 Impact and Regional Analysis– by type (High-Whip and High Gel) and Application Food and Beverages (Bakery and Confectionery, Dairy and Frozen Desserts, Beverages, Meat and Meat Substitutes, and Others), Personal Care, and Others)

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Abstracts

The Asia Pacific egg white powder market is expected to grow from US\$ 697.56 million in 2023 to US\$ 1,037.38 million by 2030. It is estimated to grow at a CAGR of 5.8% from 2023 to 2030.

Functional Advantages of Egg White Powder Fuel Asia Pacific Egg White Powder Market

Egg white powder is extensively used in the food processing industry as a polyfunctional ingredient because of its foaming, thickening, gelling, emulsifying, coloring, and flavoring attributes. These characteristics of egg white powder help modify the organoleptic and technological properties of several food products. Eggs and egg products also provide high-quality protein content. However, egg and liquid egg white used in food products come with several challenges, such as limited shelf life, storage issues, breakage of eggs, and risk of contamination. Thus, the functional advantages of egg white powder help overcome these challenges. Egg white powder is generally well-tolerated and has a lower risk of triggering allergies than other protein sources—such as dairy or soy. Spray-dried egg white powder provides extended shelf-life to the finished product. Powdered egg white powder has a shelf life of 18 months and can be extended to 5–10 years, if sealed properly and stored in a cool and dry place; the powder does not require refrigeration. Compared to liquid eggs, the powder obtained from egg whites

requires less storage space and offers the convenience of material handling and transportation. Furthermore, using egg white powder eliminates the risk of breakage and spillage during food processing, along with lowering the risk of contamination and foodborne diseases. It also offers an economic advantage compared to liquid egg white or raw eggs.

In the bakery industry, egg white powder is increasingly used for its foaming and gelling properties. The powdered egg white acts as a foam stabilizer and provides texture to the baked goods. Confectionary producers are considered the only consumers of pan-dried egg white powders, and they use them while preparing aerated confectioneries (such as nougat), owing to their anti-crystallizing properties. Due to its gelling characteristics, this powder is also used in preparing meat and fish products, such as surimi. Moreover, powdered egg white is widely used to prepare a host of dessert items—including chocolate mousse and meringues. Therefore, the functional advantages of egg white powder are fueling the Asia Pacific Egg White Powder Market .

Asia Pacific Egg White Powder Market Overview

The Asia Pacific egg white powder market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. Asia Pacific is a significant market for egg white powder manufacturers, owing to high egg production in countries such as China and India followed by growth of food processing industry in the region. The high rate of poultry farming and increasing consumption of egg-based foods support the demand for egg white powder in Asia Pacific. Egg white powder has several applications in food & beverage industry. Growth of bakery industry in the region drives the demand for egg white powder. In the food industry, egg white powder is widely used in making cakes, meringues, sponges, desserts, gluten-free breads, ramen, and muffins. Moreover, demand for convenience foods is growing in many Asian countries due to rising urbanization and the busy lifestyles of consumers. Egg white powder is a convenient and easy-to-use ingredient in various food preparations, including bakery products, snacks, and ready-to-eat meals. Egg white powder is an important ingredient used as a foam stabilizer in whipped cream and mousse in the food industry. Egg white powder is widely used in food processing due to its long shelf life, easy storage, and versatility. Advancements in food processing industries leading to the introduction of different egg-based products is also supporting the market growth. Growing awareness about the health benefits of egg white powder and high-quality protein content favors the egg white powder market in Asia Pacific. Asia Pacific has become a lucrative region and witnessed an increase in investments by manufacturers related to several industries such as food processing, pharmaceuticals, and dietary supplements.

Unprecedented inflationary headwinds remain a major challenge in short term and an important factor considered for the food industry. According to the SKM Egg Products Export, in 2020, there was considerable pressure on margins due to unprecedented price increases of overheads such as feed raw materials, coal, additives, packing materials, and ocean freight. The food products market has been adversely impacted by fundamental shifts in consumer behavior, and the industry has been bearing the maximum impact of rising commodity prices and geopolitical conditions. Further, poor hygiene can lead to a risk of egg diseases that can affect the value of eggs and egg powders. Expansion and diversification of the application base of egg white powder are driving the growth of the Asia Pacific egg white powder market.

Asia Pacific Egg White Powder Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Egg White Powder Market Segmentation

The Asia Pacific Egg White Powder Market is segmented into type, application, and country.

Based on type, the Asia Pacific egg white powder market is segmented into High-Whip and High Gel. The high-whip segment held a larger share of the Asia Pacific egg white powder market in 2022.

Based on application, the Asia Pacific egg white powder market is segmented into food and beverages, personal care, and others. The food & beverages segment held the largest share of the Asia Pacific egg white powder market in 2022. Food and beverages are segmented into bakery and confectionery, dairy and frozen desserts, beverages, meat and meat substitutes, and others.

Based on country, the Asia Pacific egg white powder market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The Japan dominated the share of the Asia Pacific egg white powder market in 2022.

AgroEgg Pte Ltd; Egg Domain Pty Ltd; Foodchem International Corp; Netto Industria De Alimentos Ltda; OVODAN International AS; Ovostar Union NV; Parmovo Srl; Taiyo Kagaku Co Ltd; and Taj Agro International are the leading companies operating in the Asia Pacific egg white powder market.

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