

# **Middle East & Africa Bromelain Market Forecast to 2030 - Regional Analysis - by Source (Stem and Fruit) and Application (Food & Beverages, Pharmaceuticals & Nutraceuticals, Personal Care, and Others)**

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## **Abstracts**

The Middle East & Africa bromelain market was valued at US\$ 1.77 million in 2022 and is expected to reach US\$ 2.83 million by 2030; it is estimated to grow at a CAGR of 6.1% from 2022 to 2030.

### **Consumers Inclination Toward Skin Health Fuels the Middle East & Africa Bromelain Market**

Consumers perception of beauty has changed dramatically in recent years, especially after the onset of the COVID-19 pandemic, as they have started focusing on holistic beauty, which blurs the lines between beauty, health, and well-being. People strongly believe that having beautiful skin necessitates a healthy lifestyle. Consumers are increasingly opting for healthier ways to make their skin glow. Bromelain is one of the most beneficial beauty ingredients promoting healthy skin and, thus, is commonly employed in the cosmetic industry. Bromelain is a natural enzyme that exhibits remarkable exfoliating properties. It works by breaking down proteins and gently dissolving the dead skin cells that accumulate on the skin's surface. Bromelain offers a gentle yet effective exfoliation, making it suitable for sensitive skin types. Along with smoothening the skin and correcting complexion, this enzyme aids in reducing inflammation and promoting a brighter, more even skin tone. Thus, manufacturers in the bromelain market are seeing vast revenue streams in the cosmetics industry.

Different skincare product companies have been harnessing the antimicrobial properties of bromelain. Many pineapple enzyme-based skincare products have been launched in

recent years. The Naturals Beauty-a cosmetic manufacturer offers Teen Gel Enzyme Exfoliator which contains papain and bromelain as plant-based enzymes. The rising consumer awareness about the benefits of plant-based ingredients in skincare products is another trend that is likely to create new avenues in the bromelain market. Further, there has been a growing demand for nutricosmetics, the products or ingredients that act as nutritional supplements for skin, nail, and hair care. They are usually offered in liquids, pills, or functional foods. Thus, the growing consumer focus on skin health is likely to bring new growth trends in the bromelain market during the forecast period.

### Middle East & Africa Bromelain Market Overview

The Middle East & Africa bromelain market is sub-segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The surging use and popularity of food supplements, nutricosmetics, and personal care products contribute to the growth of the bromelain market in this region. The market growth is also ascribed to economic development and population growth in African countries and rising disposable incomes. With mounting health risks among the population, bromelain-producing companies are focusing on developing innovative and novel products to facilitate consumers with healthy supplements. Enzyme Technologies, one of the prominent players worldwide based in South Africa, developed the technology for producing high-quality bromelain. In 2015, its enzyme technologies were awarded as the Most Innovative Project at 'the Technology Innovation Event' held at the Council of Scientific & Industrial Research (CSIR) in Pretoria, South Africa. Such recognitions propel the demand for products and aid market growth.

The food & beverages industry is significantly growing in the UAE and Saudi Arabia due to changing consumer tastes and preferences. Recently, the food processing industry in the UAE has experienced a phase of significant expansion, which is expected to continue with government efforts and foreign investments to enhance domestic food production as well as the emergence and diversification of self-sufficiency production facilities. Bromelain is one of the natural additives used in bakery, meat, and other food processing industries as a meat tenderizing agent, food enhancer, and dough improver. Thus, the flourishing food processing industry boosts the demand for bromelain in the Middle East & Africa.

### Middle East & Africa Bromelain Market Revenue and Forecast to 2030 (US\$ Thousand)

### Middle East & Africa Bromelain Market Segmentation

The Middle East & Africa bromelain market is segmented into source, application, and country.

Based on source, the Middle East & Africa bromelain market is bifurcated stem and fruit. The stem market segment held a larger share in 2022.

In terms of application, the Middle East & Africa bromelain market is categorized into food & beverages, pharmaceuticals & nutraceuticals, personal care, and others. The food & beverages segment held the largest share in 2022.

Based on country, the Middle East & Africa bromelain market is segmented South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The Rest of the Middle East & Africa dominated the Middle East & Africa bromelain market in 2022.

Challenge Bioproducts Co Ltd, Enzybel International SA, Enzyme Technologies (Pty) Ltd, and Medikonda Nutrients are some of the leading companies operating in the Middle East & Africa bromelain market.

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