

# North America 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 North America bromelain market was valued at US\$ 15.88 million in 2022 and is expected to reach US\$ 24.09 million by 2030; it is estimated to grow at a CAGR of 5.3% from 2022 to 2030.

### Broad Application Scope in the Food Industry Fuels the North America Bromelain Market

The food industry is aware of the role of plant-derived enzymes such as bromelain. In 2006, the US Food and Drug Administration (FDA) categorized bromelain as a food additive and a Generally Recognized as Safe (GRAS) substance. In addition to its medical applications, bromelain has been in use for tenderizing meat, clarifying beer, solubilizing grain proteins, and baking cookies. In fresh apple juices, bromelain is used as an enzymatic browning inhibitor. The food industry continuously looks out for newer, sustainable, and economical plant-based proteases with improved efficiency and immobility.

The meat industry uses enzymes mainly for meat tenderization, aroma development, and cross-linking. Commercial proteases used for meat tenderization are extracted from plant sources, such as bromelain and papain. Apart from flavor and juiciness, tenderness is also crucial for the overall palatability and acceptance of meat; thus, the demand for bromelain is increasing in the meat and seafood industry. During meat tenderization, bromelain facilitates softening by breaking the fibrous material in the meat. It also increases meat's nutritional value by increasing its essential amino acid

content. Thus, the demand for bromelain is growing with the rising popularity of meat-based snacks among millennials.

In the bakery industry, bromelain aids in enhancing solubility, improving dough relaxation, and preventing shrinkage, thus allowing the dough to rise evenly during baking. Bromelain also inhibits the oxidation of phenols to quinones in fruits, thus serving as an anti-browning agent. It is used to enhance the stability of proteins and prevent haziness in beer; the enzyme enhances the steadiness of white-wine proteins. Thus, a broad range of applications bolsters the growth of the North America bromelain market. With the increasing uses of bromelain in various food and beverage applications, manufacturers are developing novel products to address customers' demands.

### North America Bromelain Market Overview

North America is one of the prominent regions in the bromelain market. Bromelain has wide-ranging applications in the food & beverages, pharmaceutical & nutraceutical, and personal care industries, among others. The US Food and Drug Administration (FDA) has categorized bromelain as a food additive and a Generally Recognized as Safe (GRAS) substance. The flourishing food & beverages industry fuels the demand for necessary food additives in the region. Bromelain is one of the natural enzymes extracted from pineapple fruit and stem. Bromelain is popular as a meat tenderizing agent in the food & beverages industry across North America. The increasing popularity of meat-based snacks among millennials is likely to favor the North America bromelain market growth in the region during the forecast period.

Companies based in the US are highly involved in R&D and product enhancement. Bromelain supplements are marketed for various health conditions, especially chronic inflammation. According to the World Health Organization (WHO), more than 50% of the US population is living with at least one chronic illness. Thus, with rising cases of chronic illnesses, the demand for bromelain is increasing in the nutraceutical industry in the country. According to the Information Resources, Incorporated (IRI) survey, nearly 88% of Americans actively practice self-care. Thus, with the increasing use of self-care products for wrinkle treatment, dry skin treatment, and teeth whitening in North America, the demand for bromelain is expected to rise in the personal care industry in the coming years.

Moreover, people in countries such as Canada and Mexico know the importance of dietary supplements in maintaining good health, which results in a high demand for

dietary supplements, in turn, benefiting bromelain vendors.

## North America Bromelain Market Revenue and Forecast to 2030 (US\$ Thousand)

### North America Bromelain Market Segmentation

The North America bromelain market is segmented into source, application, and country.

Based on source, the North America bromelain market is bifurcated stem and fruit. The stem market segment held a larger share in 2022.

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

Based on country, the North America bromelain market is segmented the US, Canada, and Mexico. The US dominated the North America bromelain market in 2022.

Challenge Bioproducts Co Ltd, Creative Enzymes, Enzybel International SA, and Medikonda Nutrients are some of the leading companies operating in the North America bromelain market.

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