

North America Colostrum Market Forecast to 2031 - Regional Analysis - by Form (Dry and Liquid), Category (Conventional and Organic), and Application (Pharmaceuticals and Dietary Supplements, Food and Beverages, Animal Nutrition, and Personal Care)

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Abstracts

The North America colostrum market was valued at US\$ 486.86 million in 2023 and is expected to reach US\$ 741.34 million by 2031; it is estimated to register a CAGR of 5.4% from 2023 to 2031.

Rising Awareness About Health Benefits of Colostrum Fuel North America Colostrum Market

Increasing health consciousness worldwide boosts the demand for nutrient-enriched products that enhance overall health. The awareness about the beneficial properties and health benefits of colostrum is increasing among consumers, which is driving the demand for colostrum-based products. Colostrum is rich in nutrients and antibodies and has immune-boosting substances. It also contains essential proteins, vitamins, minerals, and antibodies, attracting more consumers. Colostrum is recognized for its high concentration of antibodies, primarily immunoglobulins, which are pivotal in enhancing the immune system. As consumers are becoming more health-conscious and are seeking ways to improve their immune systems, there is a growing demand for colostrum-based products as a natural source of immune support. The importance of colostrum in the nutrition of babies is becoming more apparent as it fights against infections and helps overall development. This is likely to support the colostrum market's expansion over the next few years.

Colostrum is rich in proteins and has low fat and sugar content. It also includes proteins

such as lactoferrin (which protects against infections) and epidermal growth factor (which promotes cell growth). It also contains several essential vitamins, such as vitamin A, and minerals, such as copper, magnesium, and zinc. Colostrum has the potential to support gastrointestinal health and promote gut barrier function, making it an attractive option for individuals seeking relief from digestive issues. Per the data from the US National Health and Nutrition Examination Survey (NHANES), published in June 2023, 1% of the US adult population (two million people) may have been diagnosed with inflammatory bowel disease (IBD). With the prevalence of such diseases, the demand for colostrum-based products is increasing among consumers across the globe. With such increase in the demand for colostrum-based products, there is a surge in the application of colostrum in the various end use industries.

Thus, the rising awareness about the health benefits of colostrum worldwide is propelling the growth of the colostrum market.

North America Colostrum Market Overview

There is an increased health awareness among consumers in the US market due to the high prevalence of chronic diseases and diabetes in the country. For instance, according to the US Department of Commerce, as of November 2023, over 37 million Americans were diagnosed with gestational Type 1 or Type 2 diabetes. Such health concerns drive consumers to adopt healthy lifestyle. The inclination of consumers toward a healthy and fit lifestyle drives the demand for nutraceutical products in the country. Several key market players in the country are focusing on expanding their footprints by unveiling new products in the nutraceuticals market to meet the growing demand. For instance, in September 2023, Nutrartis launched Cardiosmile, a natural supplement containing plant sterols, in the US market. The liquid sachet format offers a convenient and effective approach to healthy cholesterol management and heart health, suitable for daily routines.

North America Colostrum Market Revenue and Forecast to 2031 (US\$ Million)

North America Colostrum Market Segmentation

The North America colostrum market is categorized into form, category, application, and country.

Based on form, the North America colostrum market is bifurcated into dry and liquid. The dry segment held a larger market share in 2023.

In terms of category, the North America colostrum market is bifurcated into conventional and organic. The conventional segment held a larger market share in 2023.

By application, the North America colostrum market is segmented into pharmaceuticals and dietary supplements, food and beverages, animal nutrition, and personal care. The pharmaceuticals and dietary supplements segment held the largest market share in 2023.

By country, the North America colostrum market is segmented into the US, Canada, and Mexico. The US dominated the North America colostrum market share in 2023.

Titan Biotech Ltd, PanTheryx, Biodane Pharma A/S, Bionatin, Colostrum BioTec GmbH, Biostrum, Cure Nutraceutical PVT. LTD., INGREDIA s.r.o., I. Livanou IKE, and KERSIA GROUP are some of the leading companies operating in the North America colostrum market.

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