

Konjac Gum Market Size, Share, and Outlook, 2025 Report- By Type (Regular, Purified), Application (Foods, Agriculture, Pharmaceuticals, Chemicals, Petroleum, Printing, Dyeing), Form (Capsule, Powder, Gel, Others), Functions (Weight Control, Cleanse, Digestive Health, Heart Health, Others), Distribution Channel (Direct Channel, Indirect Channel), and Companies, 2021-2032

<https://marketpublishers.com/r/K05259B730E4EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: K05259B730E4EN

Abstracts

Konjac Gum Market Outlook

The global Konjac Gum market is expected to register a growth rate of 6.8% during the forecast period from 2024 to 2032. The Konjac Gum market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Konjac Gum segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Regular, Purified), Application (Foods, Agriculture, Pharmaceuticals, Chemicals, Petroleum, Printing, Dyeing), Form (Capsule, Powder, Gel, Others), Functions (Weight Control, Cleanse, Digestive Health, Heart Health, Others), Distribution Channel (Direct Channel, Indirect Channel). Over 70 tables and charts showcase findings from our latest survey report on Konjac Gum markets.

Konjac Gum Market Insights, 2025

The konjac gum market is growing rapidly due to its multifunctional applications in food, pharmaceutical, and cosmetic industries as a natural thickener, stabilizer, and dietary fiber source. Derived from the konjac plant's tubers, this glucomannan-based gum supports weight management and digestive health, appealing to health-conscious consumers and nutraceutical sectors. In the food industry, konjac gum is used in low-calorie products, gluten-free formulations, and meat analogs, driven by increasing demand for clean-label and plant-based ingredients. Technological advancements improve konjac gum's solubility and functional properties, expanding its use in beverages, bakery, and dairy alternatives. The market is influenced by sustainability trends and ethical farming practices in key producing countries such as China and Japan. Regulatory frameworks support konjac's use as a food additive, while growing awareness of its health benefits accelerates global adoption.

Five Trends that will define global Konjac Gum market in 2025 and Beyond

A closer look at the multi-million global market for Konjac Gum identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Konjac Gum companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Konjac Gum industry?

The Konjac Gum sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Konjac Gum Market Segment Insights

The Konjac Gum industry presents strong offers across categories. The analytical report offers forecasts of Konjac Gum industry performance across segments and countries. Key segments in the industry include By Type (Regular, Purified), Application (Foods, Agriculture, Pharmaceuticals, Chemicals, Petroleum, Printing, Dyeing), Form (Capsule, Powder, Gel, Others), Functions (Weight Control, Cleanse, Digestive Health, Heart Health, Others), Distribution Channel (Direct Channel, Indirect Channel). The largest

types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Konjac Gum market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Konjac Gum industry ecosystem. It assists decision-makers in evaluating global Konjac Gum market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Konjac Gum industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Konjac Gum Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Konjac Gum Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for Konjac Gum with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Konjac Gum market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Konjac Gum market Insights Executives are most excited about opportunities for the US Konjac Gum industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Konjac Gum companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Konjac Gum market.

Latin American Konjac Gum market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Konjac Gum Markets
New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Konjac Gum markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Konjac Gum markets including the

UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive LandscapeHow Konjac Gum companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Hubei Yizhi Konjac Biotechnology Co., Ltd., Ankang Longfei Konjac Foodstuff Co., Ltd., Chongqing Tianbang Chemical Co., Ltd., Avanscure Lifesciences Private Limited, Shanghai Brilliant Gum Co., Ltd., Won Long Konjac Corporation, Konson Konjac Co., Ltd.

Konjac Gum Market Scope

Leading Segments

By Type

Regular

Purified

By Application

Foods

Agriculture

Pharmaceuticals

Chemicals

Petroleum

Printing

Dyeing

By Form

Capsule

Powder

Gel

Others

By Functions

Weight Control

Cleanse

Digestive Health

Heart Health

Others

By Distribution Channel

Direct Channel

Indirect Channel

Leading Companies

Hubei Yizhi Konjac Biotechnology Co., Ltd.

Ankang Longfei Konjac Foodstuff Co., Ltd.

Chongqing Tianbang Chemical Co., Ltd.

Avanscure Lifesciences Private Limited

Shanghai Brilliant Gum Co., Ltd.

Won Long Konjac Corporation

Konson Konjac Co., Ltd.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Regular

Purified

By Application

Foods

Agriculture

Pharmaceuticals

Chemicals

Petroleum

Printing

Dyeing

By Form

Capsule

Powder

Gel

Others

By Functions

Weight Control

Cleanse

Digestive Health

Heart Health

Others

By Distribution Channel

Direct Channel
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Ankang Longfei Konjac Foodstuff Co., Ltd.

Chongqing Tianbang Chemical Co., Ltd.

Avanscure Lifesciences Private Limited

Shanghai Brilliant Gum Co., Ltd.

Won Long Konjac Corporation

Konson Konjac Co., Ltd.

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