Asia Pacific Food Emulsifiers Market-Growth, Trends and Forecast (2016 - 2021)

Description: The Asia-Pacific Food Emulsifiers Market was valued at USD 510.8 million in 2013 and is projected to reach USD 38.7 billion by 2020, at a CAGR of 3.6% during the forecast period from 2015 to 2020. Sophisticated food processing techniques by developing countries and demand for new ingredients in food processing has driven the food additives market. This market constitutes 22.2% of the global market and is projected to reach USD 790.0 million by 2018.

The Asia-Pacific food emulsifiers market is segmented on the basis of type into mono, di-glycerides & derivatives; lecithin, sorbitan esters, and others. On the basis of application, the market has been segmented into bakery, confectionary, dairy & frozen products, meat poultry & sea food products, oils & fats, beverages, and others. On the basis of geography, the market has been divided into China, India, Japan, Australia, and others.

Desk-bound lifestyles have not only increased the demand for packaged and convenience foods, but also to the raising global obesity levels. This has resulted in consumers demanding for trans-fat products, and is driving the food processors to use emulsifiers to reduce the calories and fat content in food products. Awareness regarding the functional foods and major applications in the bakery and confectionary industry, dairy products, and high consumption of ice creams, biscuits, mayonnaise, chocolates, bread, coffee, soft drinks are other drivers for the Asia-Pacific food emulsifiers market. New processing techniques used for product development have also invariably raised the market for food emulsifiers.

Food emulsifiers that refer to food and oil mixtures are classified as natural and synthetic food emulsifiers. While the natural food emulsifiers are egg yolk containing lecithin, mustard, honey, soy beans, and guar gum, the synthetic emulsifiers include mono and di-glycerides, sorbitan esters, stearoyl lactylates, sucrose esters, poly glycerol esters and polyglycerol polyricinoleate. The mono & di-glyceride segment accounts for the major market share among the synthetic emulsifiers, while the lecithin segment dominates among the natural food emulsifiers.

The Asia-Pacific region, which is witnessing economic developments, huge population growth, changing lifestyles, and high disposable incomes in countries like China, India, Indonesia, Vietnam, and other Asian countries, take up nearly 22.0% of the Global Food Emulsifiers Market. In Asia-Pacific, the food ingredients industry food emulsifiers segment is a rapidly growing one. Economic development in the Asian countries, such as China, Vietnam, and Indonesia, is robust. India holds a share of 19.0% in the food emulsifier industry. A populous country like India, with more than 1.2 billion people, is a major potential market for food emulsifiers.

The major players in the food emulsifiers market are Danisco, Riken Vitamin, Cargill, and Palsgaard, which together maximise the market share, with Danisco holding the maximum market value. The key strategy adopted by these players is the mergers & acquisitions.

The major challenges the food emulsifier market sees is the increasing usage of alternatives, such as enzymes that have similar stabilizing properties and regulatory obligations that penalize unhealthy diets and demand for clean label specifying the additives used. The threat of new entrants is high with the increasing private label offerings in food emulsifiers that are not too expensive. The future scope of this market are the new food processing techniques that are currently being developed, new product developments in functional foods, and the bakery and snacks sector with reduction in fat percentage will further increase the demand for food emulsifiers to meet the end consumer demand for nutrition filled convenience foods.

Key Deliverables in the Study:

1. Market analysis for the Asia-Pacific Food Emulsifiers Market, with region specific assessments and competition analysis

2. Market definition along with the identification of key drivers and restraints
3. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market

4. Extensively researched competitive landscape section with profiles of major companies along with their market shares

5. Identification and analysis of the macro and micro factors that affect the Asia-Pacific food emulsifiers market on both global and regional scales

6. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

7. A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market

8. Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped

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