
Description:
Sophisticated food processing techniques by developing countries and demand for new ingredients in food processing has driven the food additives market which is estimated to reach US$ 38.7billion by 2020 with a CAGR of 3.6%. One of the major food additives is the Emulsifier market and the African regions is one of the fastest growing markets. There is a growing need to minimize the fat percentage in foods and emulsifiers are the food additives to address the same.

Desk bound lifestyles have not only increased the demand for packaged and convenience foods but also to the raising obesity levels globally. This has resulted in consumers demanding for trans fat products, driving the food processors to use emulsifiers to reduce the calories and fat content. Awareness on functional foods, and major applications in the Bakery and Confectionary Industry, Dairy, and high consumption of Ice creams, biscuits, mayonnaise, chocolates, bread, coffee, soft drinks are other drivers for food emulsifiers market. New processing techniques used for product development have also invariably raised the market for food emulsifiers. The burgeoning affluent middle class in the African nations demand for convenience foods with ethnic tastes and flavors, however not without the awareness on the additives used, fat content and nutrition value. A highly matured retail industry determines the level of consumption of processed food by South Africans.

Food emulsifiers are classified as natural and synthetic food emulsifiers. While the natural food emulsifiers are egg yolk containing Lecithin, mustard, honey and soy beans, guar gum, the synthetic emulsifiers include Mono and Di-glycerides, Sorbitan Esters, Stearoyl lactylates, Sucrose Esters, Poly Glycerol Esters and Polyglycerol Polyricinoleate. Di-Glycerides hold the maximum share among the synthetic emulsifiers while Lecithin dominates in the natural food emulsifiers segment. Regulatory agencies such as the US Food and Drug Administration (FDA) ruled emulsifiers to be “generally regarded as safe”, because there is no evidence that they increase the risk of cancer or have toxic effects in mammals. South Africa is expected to witness significant growth as a result of increasing consumption of frozen food products.

The food emulsifiers are used in various food applications which include functional foods, Bakery and Confectionary (accounting for maximum share in usage of Emulsifiers), Dairy products, Convenience foods, and Meat Products. The growing importance of convenience is driving food choice which is driving the demand for convenience food globally. However, as the consumer perspective is changing from ‘food related convenience’ to product specifications, manufacturers look at emulsifiers for the providing the lower fat content percentage while maintaining sensory characteristics like texture, flavor and taste in convenience foods.

The major players in the food emulsifiers market are Danisco, Riken Vitamin, Cargill, and Palsgaard which together maximum market share, with Danisco holding the maximum market. The key strategy being adopted by these players is using the Mergers and Acquisitions. The major challenges the food emulsifier market sees is increasing usage of alternatives like enzymes which 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 increasing private label offerings in food emulsifiers which are prized low. The future scope this market sees is new food processing techniques being developed, new product developments in functional foods, 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:
- Market analysis for the Report title Africa food emulsifier market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their market shares.
- Identification and analysis of the macro and micro factors that affect the Report title Africa food emulsifier market on both global and regional scales.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- 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.
- 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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