Betaine Market by Type (Synthetic Betaine and Natural Betaine), Form (Betaine Anhydrous, Cocamidopropyl Betaine, Betaine Monohydrate), Application (Food & Beverages, Animal Feed, Cosmetics, Detergents), and by Geography - Global Forecast to 2020

Description: Betaine is one of the rapidly-growing markets in the food & beverages market. The rise in awareness about the nutritional value of betaine when used in dietary supplements as well as its multi-functional usage such as surfactant and methyl donor are the key factors driving its demand. The increasing popularity of energy and sports drinks, in which betaine is used has further extended the scope for the betaine market.

It helps in enhancing physical performance, especially strength, power, and muscle endurance and leads to a better immune system. Betaine is also used as a surfactant in cosmetics and personal care products due to its moisturizing and water-retention properties. It is also used in detergents and reagents. As an animal feed additive it performs the function of methyl donor and helps to improve the metabolism of animals.

The betaine market is categorized into type, form, application, and region. On the basis of type, it is segmented based on synthetic betaine and natural betaine. On the basis of form it is segmented into betaine anhydrous, cocamidopropyl betaine, betaine monohydrate, and others (which include betaine HCL, betaine citrate, and betaine aspartate).

On the basis of application, it segmentation is segmented into food & beverages, animal feed, cosmetics, detergents, and others (which include pharmaceuticals and reagents). The market has also been segmented on the basis of region into North America, Europe, Asia-Pacific, Latin America, and the Rest of the World (RoW).

The betaine market is projected to reach USD 3.89 Billion by 2020, at a CAGR of 5.8% during the forecast period. In 2014, the market was dominated by North America, followed by Europe. The Asia-Pacific market is projected to grow at the highest CAGR with rapid growth in the betaine market in developing countries such as China and India. The growing awareness about health benefits of betaine and increasing use of betaine in personal care products in this region are also driving the market.

This report includes market size in terms of value (USD million) and volume (MT). Both “top-down” and “bottom-up” approaches were used to arrive at the market sizes and obtain the market forecast. Extensive secondary research was conducted to understand the market insights and trends, which was further validated through primary interviews. The report provides both, qualitative and quantitative analysis of the betaine market, the competitive landscape, and the preferred development strategies of key players.

The key players were observed to prefer new product launches & developments, acquisitions, and expansions as strategies to garner a larger share in the market. The report also analyzes the market dynamics, and issues faced by leading players.

Target Audience:
- Betaine raw material suppliers and distributors
- Betaine traders, distributors, and dealers
- Food and feed manufacturers
- Biotechnology-based organizations
- Industry associations
- Betaine end users
- Research and consulting firms

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