Global Lecithin Market Size, Share, Development, Growth and Demand Forecast to 2020 - Industry Insights by Source (Soy, Egg, Sunflower and Others), Application (Food, Animal Feed, Nutrition and Health Supplements, Cosmetics, and Others)

Description: Lecithin is used as an emulsifier in several industries, such as food, animal feed, health & nutrition, and cosmetics. They are primarily sold through two distribution modes, distributors and direct selling. The consumer expenditure on processed and convenience food is growing, due to increase in working population worldwide. The growing health awareness among consumers is supporting the demand for low-fat food, which is consequently driving the growth of the global lecithin market. Based on source, the global lecithin market comprises soy, egg, sunflower and others. Based on applications, the global lecithin market has been categorized into chemical esters, food, animal feed, nutrition and health supplements, cosmetics, and others.

In 2014, the global soy lecithin accounted for the largest share among all the source of the global lecithin market. Soy lecithin is a natural emulsifier and contains three types of phospholipids, namely phosphatidylcholine (PC), phosphatidylethanolamine (PE), and phosphatidylinositol (PI). Soy lecithin is extracted from soybean oil and predominantly used as an emulsifier, due to its strong emulsifying properties.

Some of the major drivers fuelling the growth of the global lecithin market are increasing demand for low fat and convenience foods, and high flexibility and multifunctional nature of lecithin. The increasing health concerns, along with growing demand for healthy food ingredients is propelling the food manufacturers to use novel ingredients for reducing fat content in the processed food. The rapid growth of the food industry and the corresponding increase in demand for low-fat food is fuelling the growth of the global lecithin market. These factors are encouraging manufacturers to develop individual and blend products, such as non-genetically-modified lecithin with very little, or zero fat. The impact of increasing demand for low-fat and convenience foods in the global lecithin market is expected to be medium in the short and medium terms, and high in the long term. The increasing economically active population, growing health awareness, growing per capita disposable income, and increasing per capita expenditure on processed food is driving the demand for convenience and low-fat food. This in turn, is expected to boost the demand for lecithin. However, in regions such as Asia-Pacific, low-fat foods are currently not popular, but expected to gain popularity in the near future.

Strong presence of other emulsifying agents limits its usage in food industries. The various substitutes of lecithin, such as mono- and di-glycosides, sorbitan esters, sodium stearoyl lactylates, sucrose esters, polyglycerol esters of fatty acids, and polyglycerol polyricinoleate, available in the market, hinders the growth of the global lecithin market to some extent. The impact of wide availability of substitutes on the global lecithin market is expected to be high in the short term, and medium in the medium and long terms. Moreover, the raw materials (soybean, egg, and sunflower) prices are increasing. The demand for high-quality lecithin from the food industry at low costs has created a challenge for the lecithin manufacturers.

The global lecithin market was valued at $787.7 million in 2014, and it is expected to grow with a CAGR of 5.4%, during the period 2015 - 2020. Geographically, the European lecithin market accounted for the largest share in the global lecithin market in 2014.

The key companies operating in the global lecithin market include Archer Daniels Midland Company, Lipoid GmbH, Ruchi Soya Industries Ltd., Cargill Incorporated, Lasenor Emul S.L., Kewpie Corporation, E. I. du Pont de Nemours and Company, Aceitera General Deheza S.A., VAV Life Sciences Pvt. Ltd. and Sternchemie GmbH & Co. KG.

Report Coverage:

- Provides comprehensive understanding of the market with the help of informed market outlook, opportunities, challenges, trends, size and growth, competitive analysis, major competitors and Porter analysis
- Identifies the key drivers of growth and challenges of the key industry players. Also, assesses the future impact of the propellants and restraints on the market
- Uncovers potential demands in the market
- Porter analysis identifies competitive forces within the market
- Provides information on the historical and current market size and the future potential of the market
- Provides sizes of key regional markets using yardsticks of processes, segments, products, end user and technology, etc (as applicable)
- Highlights the competitive scenario of the market, major competitors, market share, benchmarking, investments and merger acquisitions
- Provides profiles of major competitors of the market including details of their operations, product and services, recent developments and key financial metrics. Profiles provide better understanding of competition as well as the demands of the market.

This research offers actual historical market size (2011 - 2014) and forecast (2015 - 2020) of the global lecithin market in tons and the U.S. dollars.

Global Lecithin Market
- By Source - Soy, Egg, Sunflower and Others
- By Application - Food, Animal Feed, Nutrition and Health Supplements, Cosmetics, and Others
- By Region - North America, Europe, Asia-Pacific and Rest of the World

Global Lecithin Market, by Geography

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