

# **RESEARCH REPORT**

## **May-2017**

# **ASIA-PACIFIC SODIUM REDUCTION MARKET ANALYSIS FORECAST REPORT**

**(2016 – 2021)**

- ***MARKET SEGMENTATION::***
  - ***BY TYPE***
  - ***BY APPLICATION***
  - ***BY REGION AND END USERS***

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According to the report published by Market Data Forecast named “**Asia-Pacific Sodium Reduction Ingredients Market**”, the market is estimated at \$159.50 million in 2016 and poised to grow \$292.83 million by 2021 with a CAGR of 12.92% in the forecast period.

Sodium is an essential nutrient for human body. It is a necessary mineral for normal functioning of organs in human body. Salt is the most common source used by people for regular intake of sodium. An average intake of salt of about 150mg to 200 mg is sufficient per day. But excessive sodium can harm the body. Extra sodium in the body increases blood pressure causes hypertension and other complications. In order to reduce sodium consumption, new products are being launched as sodium reducing agents.

Sodium reducing agents are widely used in bakery and confectionaries, sauces and snacks. These agents are getting popular as masking agents that eliminate bitterness and metallic after-taste in food products. Some of the sodium reducing ingredients includes mineral salts, amino acids and yeast extracts.

**This report presents detailed analysis of various drivers driving the Sodium Reduction Ingredients Market as well as constraints of the market that binds it. Some of those factors are**

- Increasing awareness among the masses towards health management.
- Increasing demand of processed food products.
- Rising cases of hypertension and sodium related disorders.

For deep understanding Sodium Reduction Ingredients Market is segmented by type and application. Each sub segment is accompanied with Market Size Estimations and Y-o-Y Forecasts as well.

Asia-Pacific market for Sodium Reduction Ingredients is segmented based on type and application. By type, the market is further sub-segmented into Amino Acids, Mineral Salts, Yeast Extracts, others. By application, the market is further sub-segmented into Dairy, Bakery & Confectionary, Meat Products, Sauces, Seasonings & Snacks, others. Due to shift towards healthy food preferences the mineral salts segment accounts for the largest market share followed by the yeast extracts segment. Mineral salts and yeast extracts have been gaining significant growth for serving as an important component in food products due to the health benefits derived from them, without compromising on the flavor and taste. The demand for sodium reduction ingredients in the sauces, seasonings & snacks segment accounts for the largest share, while the bakery & confectionery segment is projected to be the fastest-growing.

Geographically, Asia-Pacific market for Sodium Reduction Ingredients is segmented into China, India, Japan, South Korea and Australia. Indian sodium reduction ingredients market shows tremendous growth as Indian market is showing a rapid growth in demand of processed food.

Cargill Incorporated, Kerry Group Plc, Royal DSM N.V., Angel Yeast Co. Ltd., E.I. du Pont de Nemours & Co., Cambrian Solutions Inc., Associated British Foods plc, Givaudan SA, and Company, Innophos Holdings, Inc, Jungbunzlauer Suisse A.G., Sensient Technologies Corporation and Tate & Lyle PLC are the major players of Asia-Pacific Sodium Reduction Ingredients market.

## **TABLE OF CONTENTS**

### **1. Introduction**

- 1.1 Market Definition
- 1.2 Study Deliverables
- 1.3 Base Currency, Base Year and Forecast Periods
- 1.4 General Study Assumptions

### **2. Research Methodology**

- 2.1 Introduction
- 2.2 Research Phases
  - 2.2.1 Secondary Research
  - 2.2.2 Primary Research
  - 2.2.3 Econometric Modelling
  - 2.2.4 Expert Validation
- 2.3 Analysis Design
- 2.4 Study Timeline

### **3. Overview**

- 3.1 Executive Summary
- 3.2 Key Inferences
- 3.3 New Developments

### **4. Drivers, Restraints, Opportunities, and Challenges Analysis (DROC)**

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Key Challenges
- 4.4 Current Opportunities in the Market

### **5. Market Segmentation**

- 5.1 By type
  - 5.1.1 Amino Acids
  - 5.1.2 Mineral Salts
  - 5.1.3 Yeast Extracts
  - 5.1.4 Others
    - 5.1.4.1 Hydrolyzed vegetable protein
    - 5.1.4.2 Trehalose
    - 5.1.4.3 Nucleotides

## 5.2 By application

### 5.2.1 Dairy

### 5.2.2 Bakery & Confectionary

### 5.2.3 Meat Products

### 5.2.4 Sauces, Seasonings & Snacks

### 5.2.5 Others

**For Full Report refer to:** <http://www.marketdataforecast.com/market-reports/asia-pacific-sodium-reduction-ingredients-market-1541/>

## 6. Geographical Analysis

### 6.3 Asia-Pacific

#### 6.1 Introduction

#### 6.2 China

#### 6.3 India

#### 6.4 Japan

#### 6.5 South Korea

**Free Sample for report:** <http://www.marketdataforecast.com/market-reports/asia-pacific-sodium-reduction-ingredients-market-1541/request-sample>

## 7. Strategic Analysis

### 7.1 PESTLE analysis

#### 7.1.1 Political

#### 7.1.2 Economic

#### 7.1.3 Social

#### 7.1.4 Technological

#### 7.1.5 Legal

#### 7.1.6 Environmental

### 7.2 Porter's Five analysis

#### 7.2.1 Bargaining Power of Suppliers

#### 7.2.2 Bargaining Power of Consumers

#### 7.2.3 Threat of New Entrants

#### 7.2.4 Threat of Substitute Products and Services

#### 7.2.5 Competitive Rivalry within the Industry

**Customization option available at:** <http://www.marketdataforecast.com/market-reports/asia-pacific-sodium-reduction-ingredients-market-1541/customize-report>

## **8. Market Leaders' Analysis**

### 8.1 Cargill, Incorporated

#### 8.1.1 Overview

#### 8.1.2 Product Analysis

#### 8.1.3 Strategic Evaluation and Operations

#### 8.1.4 Financial analysis

#### 8.1.5 Legal issues

#### 8.1.6 Recent Developments

#### 8.1.7 SWOT analysis

#### 8.1.8 Analyst View

### 8.2 Kerry Group Plc

### 8.3 Royal DSM N.V.

### 8.4 Angel Yeast Co. Ltd.

### 8.5 E.I. du Pont de Nemours & Co.

### 8.6 Cambrian Solutions Inc.

### 8.7 Associated British Foods plc

### 8.8 Givaudan SA

### 8.9 Innophos Holdings, Inc

### 8.10 Jungbunzlauer Suisse A.G.

### 8.11 Sensient Technologies Corporation

### 8.12 Tate & Lyle PLC

## **9. Competitive Landscape**

### 9.1 Market share analysis

### 9.2 Merger and Acquisition Analysis

### 9.3 Agreements, collaborations and Joint Ventures

### 9.4 New Product Launches

## **10. Expert Opinions**

### 10.1 Market Outlook

### 10.2 Investment Opportunities

## **Appendix**

### a) List of Tables

### b) List of Figures

**For more related reports from Food and Beverages segment:**

**A. Bakery Ingredients Market:**

<http://www.marketdataforecast.com/market-reports/global-bakery-ingredients-market-1029/>

**B. Bioactive Ingredients Market:**

<http://www.marketdataforecast.com/market-reports/global-bioactive-ingredients-market-1197/>

**C. Bulk Food Ingredients Market:**

<http://www.marketdataforecast.com/market-reports/global-bulk-food-ingredients-market-879/>

**D. Cereal Ingredients Market:**

<http://www.marketdataforecast.com/market-reports/global-cereal-ingredients-market-1022/>

**E. Chia Seeds Market: <http://www.marketdataforecast.com/market-reports/global-chia-seeds-market-1602/>**

## SCOPE OF THE REPORT

- **Regional and country-level analysis** and forecasts of the study market; providing Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped
- **Segment-level analysis** in terms of technology, component, and type along with market size forecasts and estimations to detect key areas of industry growth in detail
- Identification of key **drivers, restraints, opportunities, and challenges (DROC)** in the market and their impact on shifting market dynamics
- Study of the effect of exogenous and endogenous factors that affect the global market; which includes broadly demographic, economics, and political, among other macro-environmental factors presented in an extensive **PESTLE Analysis**
- Study the micro environment factors that determine the overall profitability of an Industry, using **Porter's five forces analysis** for analyzing the level of competition and business strategy development
- A comprehensive list of **key market players** along with their product portfolio, current strategic interests, key financial information, legal issues, **SWOT analysis** and analyst overview to study and sustain the market environment
- **Competitive landscape analysis** listing out the mergers, acquisitions, collaborations in the field along with new product launches, comparative financial studies and recent developments in the market by the major companies
- An **executive summary**, abridging the entire report in such a way that decision-making personnel can rapidly become acquainted with background information, concise analysis and main conclusions
- Expertly devised analyst overview along with **Investment opportunities** to provide both individuals and organizations a strong financial foothold in the market

## ABOUT US

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## CONTACT INFORMATION

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