

# World Prebiotic Ingredients Market - Opportunities and Forecasts, 2014 - 2022

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Being a non-digestible food ingredient, Prebiotics stimulate the growth and activity of bacteria in the digestive system which is beneficial to health. Being a functional food component, this becomes a very well suited ingredient for food and drugs. Being instantly dispersible and clear in solution, it can be easily handled in various food and beverage systems. In addition, being heat and acid stable, it is cost effective in process and storage. Being concerned about 'Gut health', consumers are choosing prebiotic food ingredients which prevent them from gastro intestinal illness. This is an important reason why it is largely used in pharmaceutical industry as a drug and supplement.. In addition, being health conscious, consumers these days prefer food with less sugar, calories and fat. Due to this reason, food manufactures prefer prebiotics as an ingredient in many health and food manufacturing processes. It is an important ingredient for dairy industry as it helps to improve calcium absorption in milk and this calcium helps to develop peak bone mass accrual during adolescence. Due to this reason, its demand in dairy industry is mounting.

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Probiotics provides all the essential health benefits that prebiotics provides. Due to this reason, probiotics is a preferred substitute in the manufacturing segment. Furthermore, Lack of standardization in this industry prevents the clear communication between industry and its raw material suppliers and manufacturers, which acts as a restraint of prebiotics market. High R&D cost is also a major barrier for prebiotic market growth. As consumers are still unaware about it, creating awareness about the beneficial aspect of prebiotics would definitely lead its market growth. Adopting innovative marketing strategies such as price reduction in the untouched regions of Asia Pacific would definitely help in establishing the prebiotic market in this region.

## Product Market Analysis:

On the basis of product, the market is segmented into Fructo-Oligosaccharides (FOS), Galacto-Oligosaccharides (GOS), Mannan Oligosaccharides (MOS), Insulin and others. GOS is a synthetically derived ingredient, which is largely used in food and dietary supplements in order to provide health benefits to humans and animals. However, the demand of naturally derived ingredients such as FOS, MOS and insulin is more due to its broad applications apart from food and dietary supplements. Application Market Analysis:On the basis of application, the market is segmented into food & beverages, dietary supplements and animal feed. Prebiotic insulin is used in dairy industry for the improvement of skimmed milk.. Pharmaceutical industry uses prebiotic ingredient as a health supplement, as it is very useful in maintaining gut health. This leads to prevention of colitis and constipation.

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**Geographic Market Analysis:** On the basis of geography, the market is segmented into North America, Europe, Asia Pacific and rest of the world. European prebiotic ingredient manufacturers are now elasticizing their market towards the new application segments such as milk and snack in order to maximize their market share. North American Market has the greatest potential for growth. As an example, the American population is showing great inclination towards prebiotic dietary supplements. This inclination is due to the rising awareness about health.

**Competitive Analysis:**The major players dominating the market are Abbott Laboratories, Cargill Incorporated, BENEIO-Orafti SA, Cosucra Groupe Warcoing SA, Bright Food (Group) Corporation Limited, Kraft Foods Group, Inc., Jarrow Formulas, Inc., Roquette Freres, Yakult Honsha Co. Ltd. and Royal Cosun. Kraft foods group has launched 40 varieties of food and beverages that aim to satisfy consumer's needs for bold flavors, flexible eating patterns and simpler product recipes.

**High Level Analysis:**

The driving and restraining factors for this market are strategically dealt in this analysis and more emphasis is given towards its growth opportunities. The research presents a detailed analysis of global prebiotic ingredient market using Porter's five force model. Due to the presence of probiotic as a strong substitute of prebiotic, the threat of substitute is high. The threat of new entrant is low as many government regulations and legislations are involved in establishment of the industry. The study includes a value chain analysis for better understanding of key players in the supply chain.

#### KEY BENEFITS

The market condition of the prebiotic ingredient across all geographic regions is comprehensively analyzed.

Porter's five force analysis elaborates the threat of new entrants and substitutes in accordance with competitive scenario of the market, which assists companies in efficient business planning

The analysis helps in understanding the strategies adopted by various companies for the growth of the market

The drivers and restraints of this market are systematically analyzed and major focus is given towards the present opportunities in this market so that the stakeholders can spot their benefits.

The value chain analysis illustrates key insights about the market

#### KEY DELIVERABLES

The global protein hydrolysis enzymes market is segmented based on source, application and geography

**MARKET BY TYPE:**

Fructo-Oligosaccharides (FOS)

Galacto-Oligosaccharides (GOS)

Mannan Oligosaccharides (MOS)

Insulins

Others

**MARKET BY END USER APPLICATION:**

Food and beverages

Dietary supplements

Animal feed

**MARKET BY GEOGRAPHY:**

North America  
Europe  
Asia-pacific  
Rest of the world

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