

Konjac Market Projected to Augment at a Notable CAGR during the Forecast Period until 2026

Konjac Market Segmented by Product Type , End-use Industry , and Distribution Channel : Global Opportunity Analysis and Industry Forecast, 2019-2026

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EINPresswire.com/ -- [Konjac](#),

Amorphophallus konjac, is common name of a plant mainly found in the Asian region. It is also known as konnyaku potato, konjaku, voodoo lily, snake palm, elephant yam, or devil's tongue. Its native is in Yunnan region in China and this plant is mainly

cultivated in subtropical to tropical regions of Asia, from Chinese southern region to Japan. Food made using the corm of konjac plant is known in by its Japanese name, konnyaku. Konnyaku is mostly consumed in Japan. In Japan and China noodles are made by konjac and it is known as shirataki.

Konjac is known in Japan since hundreds of years for its medicinal uses. Dry corm of the plant contains nearly 40% of glucomannan gum. This gum makes konjac jelly viscous and is used for many health benefits such as tumor-suppression, blood stasis alleviation, detoxification, and phlegm liquefaction. Konjac has a very little amount of calories, but its fiber content is very high. Moreover, the dietary fibers in the corm of konjac are used for weight loss. Thus, konjac is often used as a part of dietary foods. Apart from the healthcare benefits, konjac is also used in animal feed, cosmetics, food industry, and in papermaking. Use of konjac is also seen in jelly snacks such as konjac candies. Corm powder of konjac is used as food ingredient in cooking of scallops, crab, fish, and prawns. Konjac powder that is corm is used for xanthan gum and gelatin.



Konjac Market

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Some of the konjac jelly products such a candies and chocolates can cause choking and hence

some products are banned in Asian markets. Moreover, the U.S. food safety authority FDA has banned some of konjac candies and jellies considering the hazardous effects.

Sponges made from Konjac are used for hyper sensitive skin. Usage of konjac as a sponge is gaining high popularity in the South Asian and Eastern Europe regions. Engaged stakeholders in the industry are venturing to enter in this product segment to untap latent opportunities.

Considering the latest demands for alternatives for noodles, one of the major players of the Japanese market, The Omikenshi Company, recently developed a new process in which treated wood pulp is mixed with konjac to produce a flour, which is rich in fiber and contains neither fat nor gluten.

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The konjac market is segmented into product type, end use industry, distribution channel, and region. Based on product type, the market is classified into powder, gum, flour, and dietary fiber. Based on end-use industry, it is divided into food, pharmaceutical, cosmetic, animal feed, and others. Based on distribution channel, it is categorized into hypermarkets and supermarkets, specialty stores, retail shops, online sales channels, and others. Based on region, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

Some of the major players operating in the konjac market include Monkey King Food Co., Ltd, FMC Corporation, BLG., Hubei Yizhi Konjac Biotechnology Co. Ltd, Kalys S.A, Andi-Johnson Group, NAH Foods Ltd, Slendier, Henan XinChun Food Industry Co., LTD, and Baoji Konjac Chemical Co., Ltd.

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KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the konjac market from 2018 to 2026 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped based on their market share.

Porter's five forces analysis highlights the potency of the buyers and the suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the market segmentation assists in determining the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry. Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global market, key players, market segments, application areas, and growth strategies.

KEY MARKET SEGMENTATION

By Product Type

Powder

Gum

Flour

Dietary Fiber

By End-use Industry Type

Food

Pharmaceutical

Cosmetics

Animal Feed

Others

By distribution channel

Hypermarket/Supermarket

Specialty Stores

Retail Shops

Online Sales Channel

Others

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