

Low Calorie Food Market Emerging Growth Analysis, Future Demand and Business Opportunities 2028

The report analyses global low calorie food market with the help of Porter's five forces model. Porter's model helps in analyzing the market players.

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EINPresswire.com/ -- [Low calorie food](#) is a major growing segment in health food market. The increasing health concerns and changing lifestyle is pushing this market segment upwards. Low calorie food is beneficial for many health issues and so people are demanding more of such food products. The global healthy food market is the parent market for low calorie food and it is expected to reach \$1 trillion by 2017. The major driving forces for the growth of this market are increasing health awareness, changing lifestyle and rapid rise in cases of obesity and diabetes. The major limiting factor for the growth of this market is the high cost of these products. The increasing awareness about healthy food and healthy market would provide growth opportunities in this market.



Low Calorie Food Market

Global low calorie food type market analysis

The global market for low calorie food is divided into sugar substitutes, sugar alcohol substitutes and nutrient based substitutes. Sugar based substitutes are most commonly used substitutes.

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Global low calorie food application market analysis

This market is classified based on its application into dairy products, baked products, snacks, and dietary beverages. Dairy products are the highest contributors to this market mainly due to health benefits it offers. However, global dairy market is very competitive as demand of

consumers are constantly increasing.

Global low calorie food geography market analysis

This market is divided based on geography into North America, Europe, Asia-Pacific and rest of the world (RoW). Asia-Pacific region is expected to have maximum growth in the coming years mainly due to increasing popularity of low calorie dairy beverages in Asian countries.

Competitive Landscape

The major players in this market are Ajinomoto U.S.A Inc., Beneo group, Ingredion Inc, Abbott laboratories, Galam Ltd., Pepsico Inc. Zydus wellness Ltd. Bernard food industries, and Danisco A/S. Pepsico's product, Pepsi Next, would be sweetened using stevia extract. Similarly, other companies are also focusing on using stevia as sweeteners instead of artificial sweeteners.

High level analysis

The report analyses global low calorie food market with the help of Porter's five forces model. Porter's model helps in analyzing the market players, new entrants in the market and the strategies adopted by them. It also helps to recognize the substitutes available for the product. The bargaining power of customers and suppliers are analyzed based on market players.

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KEY BENEFITS

- Estimations are made by considering current market trends, and future potential investment for analysis period 2014-2020
- Benefits of low calorie food and its importance to health conscious people are explained in the report
- In-depth analysis of market growth drivers, restraints and opportunities is done to assist the stakeholders in understanding the various factors affecting this market
- Porter's five forces model is used to analyze the various components of this industry

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