

Beetroot Powder Market Study - 2022 to 2030 providing information on Key Players, Driving Factors and Industry challenges

Beetroot powder is gaining traction in the food industry due to a good range of health benefits offered by beetroot.

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/EINPresswire.com/ -- The [beetroot powder market](#) is the most promising sector of the industry. It has witnessed a gradual growth as its used in many industries such as cosmetics, pharmaceutical, and food. Generally, the taproot portion of a beet plant (including garden beet, table beet, red beet, and golden beet) is used to obtain beetroot powder. At first, the taproot is dried and then grinded to form beetroot powder.

COVID-19 Impact analysis

In recent period, major population is inclined toward the utilization of products manufactured with natural ingredients. Key reason for this shift is health consciousness among the consumers owing to COVID-19 pandemic and surge in awareness about the harmful effect of chemical or synthetic ingredients in various products. As a result, there is remarkable growth in the demand for beetroot powder from cosmetics and private care products. This factor fosters the growth of the market.

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Top Impacting Factors

The market forecast is also offered along with information related to key drivers, restraints, and opportunities. In depth analysis of the market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are accordingly contributing revenue to the global industry. Further, analysis of the regional as well as global industry trends, key players, market segments, application areas, and market growth strategies are also explored.

The global beetroot powder market is moderately fragmented in nature. Presence of the many active players denote that the competitive landscape of the marketplace for beetroot powder is very intense. Several vendors working in the market are focused on improving the merchandise quality.

In addition, many companies are growing efforts to draw in new customer base by offering attractive packaging of their products. Hence, surge in number of mergers, acquisitions, partnerships, and collaborations boosts the growth of the beetroot powder market.

Get detailed COVID-19 impact analysis on the Beetroot Powder Market:

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Market Trends

Mass Shift to Natural Ingredients

Beetroot powder is gaining traction in the food industry due to a good range of health benefits offered by beetroot. It is rich in calcium, dietary fiber, potassium, antioxidants, manganese, iron, and other nutrients. In addition, beetroot powder is gaining popularity as a natural coloring agent and offers natural red color to food products without changing the taste of that food item. Thus, it is majorly utilized in diverse food products including cupcakes, red velvet cake, sauces, gravies, and soups. The aforementioned factors boost the growth of the market.

Key Benefits of the Report

This study presents the analytical depiction of the Beetroot Powder industry along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the Beetroot Powder market share.

The current market is quantitatively analyzed from 2020 to 2028 to highlight the Beetroot Powder market growth scenario.

Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.

The report provides a detailed Beetroot Powder market analysis based on competitive intensity and how the competition will take shape in coming years

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Key players:

Nature's Way, Bioglan, Yesraj Agro Exports, Super Sprout, Cultivator Natural Products, Natures Aid, Venkatesh Naturals, NutraMarks, Go Superfood, Botanical Ingredients Ltd

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