

Baobab Ingredient Market size is forecast to reach US \$5.9 billion by 2027 - IndustryARC

Increased consumption of healthy and organic food and beverage products, as well as increased awareness of the health benefits drives the market growth.

HYDERABAD, TELANGANA, INDIA, January 11, 2023 /EINPresswire.com/ -- IndustryARC, in its latest report, predicts that [Baobab Ingredient Market](#) Size is estimated to reach \$5.9 billion by 2027. Furthermore, it is poised to grow at a CAGR of 6.5% over the forecast period of 2022-2027. Baobab fruit is high in nutrients, which has earned them the title of superfruit. It contains calcium, vitamin C, potassium, magnesium, zinc, vitamin A, thiamin, and vitamin B6, among other nutrients. It is also prebiotic and high in fibre, with 10gm of fibre per fruit. The fruit and powder of the baobab tree are high in bioflavonoids, and vitamin C and are thought to have antimicrobial, antiviral, antioxidants, and anti-inflammatory properties. Rising demand for the product is fueled further by its distinct flavour, fine texture in confectioneries, nutritional benefits, and versatility in a variety of products such as dairy, beverage, functional foods, and bakeries so on is expected to positively influence the Baobab Ingredient industry during the forecast period 2022-2027.



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Key takeaways:

This IndustryARC report on the Baobab Ingredient Market highlights the following areas -

1. Geographically, North America held a dominant market share in the year 2021 on account of the rising number of consumers' interest in functional food and beverages which is accelerating the growth of the market in this region.

2. Increased consumption of healthy and organic food and beverage products, as well as increased awareness of the health benefits of baobab ingredients, drives the market growth. However, adverse climatic conditions, such as global warming and droughts, may reduce industry profitability, influencing price trends.

3. A detailed analysis of strengths, weaknesses, opportunities, and threats will be provided in the Baobab Ingredient Market Report.

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Segmental Analysis:

Baobab Ingredient Market Segmentation Analysis- By Form : Baobab Ingredient Market based on Form can be further segmented into Pulp, Oil, and Powder. In the year 2021, the powder had the largest market share.

Baobab Ingredient Market Segmentation Analysis- By Application : Baobab Ingredient Market based on the application can be further segmented into Food, Beverage, Nutraceutical, Personal Care & Cosmetics. Application in Food held a dominant market share in the year 2021.

Baobab Ingredient Market Segmentation Analysis- By Geography : The Baobab Ingredient Market based on Geography can be further segmented into North America, Europe, Asia-Pacific, South America, and the Rest of the World.

Competitive Landscape:

The top 5 players in the Baobab Ingredient Industry are -

1. Baobab Fruit Company
2. Atacora
3. Organic Africa
4. Aduna Limited
5. Afriplex Pty Ltd

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Contact Us:

Mr. Venkat Reddy

IndustryARC

Email: venkat@industryarc.com, sales@industryarc.com

USA: (+1) 970-236-3677, (+1) 815-656-4596

IND: (+91) 40-485-49062

Venkat Reddy

IndustryARC

+1 614-588-8538

venkat@industryarc.com

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