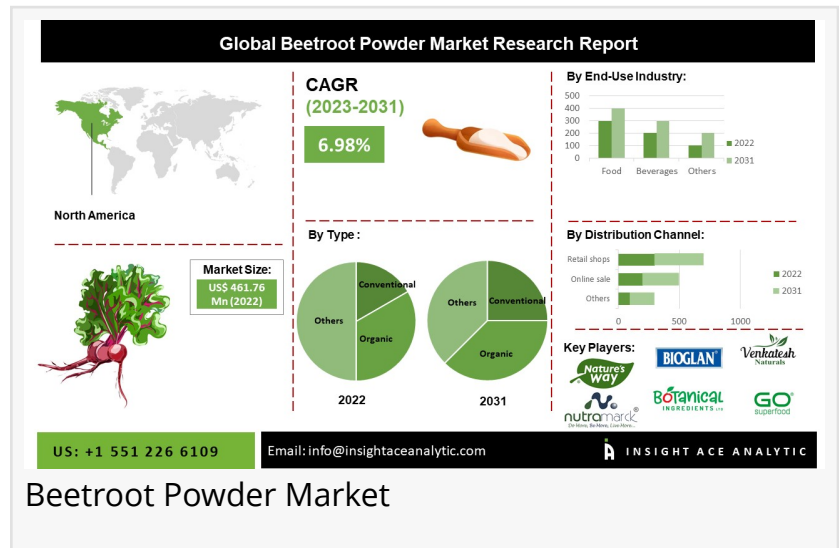


# Beetroot Powder Market 2023 | Asia Pacific (APAC) is set to dominate the market to 2031 - InsightAce Analytic

*Beet powder is a new antioxidant that is becoming more and more well-liked among health-conscious consumers.*

NEW JERSEY, SATTE NJ, USA, March 3, 2023 /EINPresswire.com/ -- InsightAce Analytic Pvt. Ltd. announces the release of a market assessment report on the "Global [Beetroot Powder Market](#) Size, Share & Trends Analysis Report Type (Conventional And Organic), Distribution Channel (Online Sale, Retail Shops, Departmental Stores And Supermarket/Hypermarkets), Application (Curries & Gravies, Food Color, Soups And Coatings) And End-Use Industry (Food And Beverage)- Market Outlook And Industry Analysis 2031"



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Global beetroot powder market is estimated to reach over USD 830.30 million by 2031, exhibiting a CAGR of 6.98% during the forecast period.”

*Insightace Analytic*

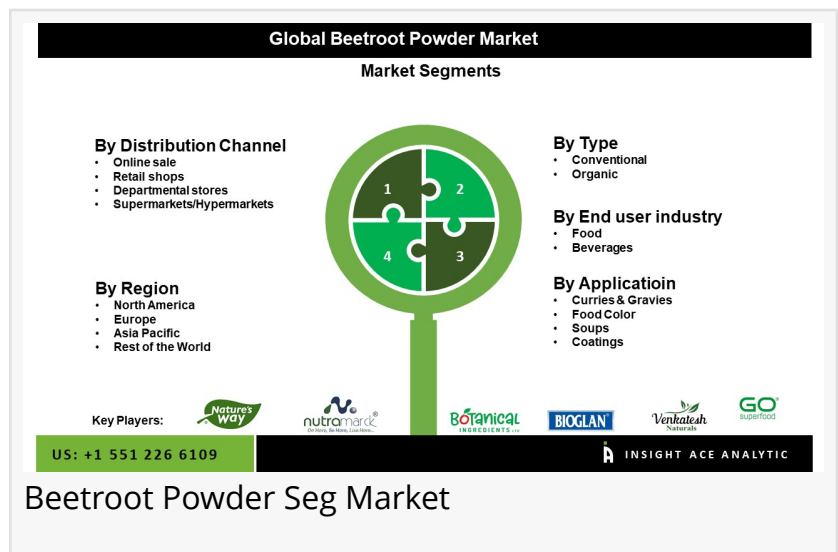
Beet powder is a new antioxidant that is becoming more and more well-liked among health-conscious consumers. It is used to flavor and color a variety of foods. These days, beet powder can make a great complement to the human diet. Beet powder contains betaine phytochemicals, which support the heart's healthy operation and aid the kidneys and liver in processing amino acids.

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Chlorine, iodine, iron, magnesium, calcium, potassium, phosphorus, copper, salt, riboflavin, thiamine, vitamins, fiber, and other nutrients that might increase blood oxygen levels are also abundant in beet powder. Due to the wide spectrum of health advantages of beetroot, beetroot

powder is becoming more popular in the culinary business. It has a lot of minerals like calcium, dietary fiber, potassium, antioxidants, manganese, iron, and others.

Additionally, beetroot powder is becoming increasingly popular as a natural coloring ingredient because it gives food goods a natural red color without altering the taste of that food item. As a result, it is mostly used in a variety of food products, such as red velvet cakes, sauces, gravies, and soups, as well as cupcakes. The elements above help the market flourish.



List of Prominent Players in the Beetroot Powder Market:

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

Market Dynamics:

Drivers-

Following the COVID-19 epidemic, a number of people have changed their lifestyle choices and adopted more healthful habits. The popularity of beetroot powder among health-conscious people has grown as a result of its health advantages. Along with vitamins and minerals, beet powder also contains nitrates. Nitrates are a naturally occurring compound found in beets and many other crops. Nitrate from food helps the blood flow normally. Studies suggest that beetroot powder may help people maintain lower blood sugar levels after meals. Beetroot powder can help obese people become more insulin sensitive and control their blood sugar levels. These results may be promising for those with diabetes or other blood sugar-related issues, but additional research is necessary.

Challenges:

The market's expansion may be hampered by the rising cost of beetroot and its production. Due

to their high pricing, consumers in developing and undeveloped nations may find it challenging to use goods containing some beetroot powder, limiting the market's growth over the projection period.

#### Regional Trends:

North America beetroot powder market is expected to register a major market share in revenue and is projected to grow at a high CAGR shortly. The beet powder business in North America, which unavoidably leads the region, is anticipated to grow significantly throughout the projection period in Canada, Mexico, and the United States. Increased interest in synthetic colors and demand for natural food colors in the food & beverage industry may speed up product expansion. In order to increase domestic sales, beet powder is widely utilized as a natural food coloring in a variety of meals, including curries, smoothies, gravy, ketchup, pancakes, and red velvet cakes. Besides, the Asia Pacific region had a substantial share of the market. Key factors in regional product growth include raising consumer perceptions of a healthy lifestyle and increasing sports participation to enhance sports performance. The rapid urbanization & increase in disposable income in the Asia Pacific are key market factors for the region. Fast food is in more demand as a result, which stimulates the market's expansion. More people are choosing beetroot powder due to its excellent nutritional content. Because of its antioxidant capabilities in this area, its use in the cosmetic sector has increased recently.

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#### Recent Developments:

- In November 2020, AS-IT-IS introduced its brand-new product, beetroot powder. It has no chemicals and is entirely natural. Immunity, memory, and vitality are all improved.

#### Segmentation of Beetroot Powder Market-

##### By Type

- Conventional
- Organic

##### By Distribution Channel

- Online Sale
- Retail Shops
- Departmental Store
- Supermarket/Hypermarket

##### By Application

- Curries & Gravies
- Food Color

- Soups
- Coatings

#### By End-use Industry

- Food
- Beverage

#### By Region-

##### North America-

- The US
- Canada
- Mexico

##### Europe-

- Germany
- The UK
- France
- Italy
- Spain
- Rest of Europe

##### Asia-Pacific-

- China
- Japan
- India
- South Korea
- South East Asia
- Rest of Asia Pacific

##### Latin America-

- Brazil
- Argentina
- Rest of Latin America

##### Middle East & Africa-

- GCC Countries
- South Africa
- Rest of Middle East and Africa

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InsightAce Analytic is a market research and consulting firm that enables clients to make strategic decisions. Our qualitative and quantitative market intelligence solutions inform the need for market and competitive intelligence to expand businesses. We help clients gain a competitive advantage by identifying untapped markets, exploring new and competing technologies, segmenting potential markets, and repositioning products. Our expertise is in

providing syndicated and custom market intelligence reports with an in-depth analysis with key market insights in a timely and cost-effective manner.

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