

# [Latest] Global Primary Macronutrients Market Size, Forecast, Analysis & Share Surpass US\$ 46.8 Mn By 2032, At 5.7% CAGR

*Global Primary Macronutrients Market was at US\$ 31.2 Mn in 2022 and is growing to approx US\$ 46.8 Mn by 2032, with a CAGR growth of 5.7% between 2023 and 2032.*

AUSTIN, TEXAS, UNITED STATES, October 30, 2023 /EINPresswire.com/ -- According to the study, The [Global Primary Macronutrients Market](#) was estimated at USD 31.2 Million in 2022 and is anticipated to reach around USD 46.8 Million by 2032, growing at a CAGR of roughly 5.7% between 2023 and 2032.



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Global [Primary Macronutrients Market](#): Overview

The primary macronutrients market encompasses products rich in essential carbohydrates, proteins, and fats vital for human nutrition. It includes a wide range of foods, supplements, and functional beverages designed to fulfil dietary requirements and promote overall well-being.

This market is dynamic and diverse, spanning from traditional staples to innovative formulations. It caters to health-conscious consumers, athletes, and individuals seeking customized nutrition solutions. Current trends revolve around health-conscious choices, with an emphasis

on plant-based diets, personalized nutrition plans, and functional foods. Innovations in sustainable sourcing, fortification, and digital engagement also shape the market's landscape.

## Global Primary Macronutrients Market: Growth Drivers

### Primary Macronutrients Market: Growth Factors and Dynamics

**Technological Advancements in Food Processing:** Technological innovations have led to the creation of foods and supplements that retain higher nutritional value during processing. Advanced extraction techniques for proteins and healthy fats, along with innovative carbohydrate sources, have broadened the range of available macronutrient products.

**Customized and Functional Foods:** Consumers are increasingly seeking personalized nutrition solutions. This has led to the development of functional foods that are fortified with specific macronutrients to address health concerns like weight management, heart health, and digestive wellness.

**Surging Health Consciousness:** The growing global consciousness regarding the significance of maintaining a well-balanced diet and its profound implications for holistic health has surged the desire for primary macronutrients. Individuals are actively pursuing food items and supplements abundant in proteins, nourishing fats, and intricate carbohydrates to fulfil their dietary requisites.

**Evolving Sports and Fitness Landscape:** The sports and fitness industry's growth has fuelled demand for specialized nutrition products. Athletes and fitness enthusiasts are seeking macronutrient-rich supplements and foods to optimize their performance, support recovery, and achieve their fitness goals.

**Rapid E-Commerce Growth:** The proliferation of e-commerce platforms has facilitated easy access to a wide variety of macronutrient-rich products. Online retailing allows consumers to explore and purchase products catering to their nutritional preferences and dietary requirements, contributing to market growth.

**Scientific Research and Nutritional Education:** Ongoing research into the roles of carbohydrates, proteins, and fats in human health has led to a deeper understanding of their effects on metabolism, weight management, and chronic disease prevention. This research, coupled with educational efforts, has influenced consumer choices and driven market growth.

**Rise in Plant-Based and Protein-Centric Diets:** The rise of plant-based diets and the popularity of high-protein diets have driven demand for both plant-based protein sources (such as legumes, nuts, and tofu) and specialized protein supplements. This shift in dietary preferences has influenced product development and innovation in the primary macronutrients market.

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## Key Insights:

- A) As per the analysis shared by our research analyst, the Global Primary Macronutrients Market is estimated to grow annually at a CAGR of around 5.7% over the forecast period (2023-2032).
- B) In terms of revenue, the Global Primary Macronutrients Market size was valued at around USD 31.2 Million in 2023 and is projected to reach USD 46.8 Million by 2032. Due to a variety of driving factors, the Market is predicted to rise at a significant rate.
- C) Unilever and Algenuity: In 2020, Unilever and biotech start-up Algenuity are announcing a new partnership to delve into the huge potential microalgae bring in innovating future foods for Unilever's plant-based portfolio. Developing alternative protein sources like microalgae represents a significant step forward in the critical shift needed for an equitable and resilient food system.
- D) Nestlé's Acquisition of Sweet Earth: In 2017, Nestlé USA announced that it had agreed to acquire Sweet Earth, a plant-based foods manufacturer based in Moss Landing, California. The acquisition gives Nestlé immediate entry into the plant-based foods segment in the US. The plant-based food market is growing by double digits and expected to reach CHF 5 billion.
- E) Emphasis on Immunity and Wellness: As health became a top priority, there was a renewed focus on products promoting immunity and overall wellness. Manufacturers introduced macronutrient-rich foods and supplements fortified with vitamins, minerals, and immune-boosting ingredients.
- F) Supply Chain Disruptions: The primary macronutrient market faced disruptions in supply chains due to lockdowns, travel restrictions, and labour shortages during the pandemic. This led to challenges in sourcing raw materials and transporting finished products, affecting production and distribution.

Press Release For Global Primary Macronutrients Market:

<https://www.custommarketinsights.com/press-releases/primary-macronutrients-market-size/>

## Regional Landscape

**North America:** In the primary macronutrient market, North America is witnessing a trend towards health-conscious eating, with consumers valuing balanced macronutrient intake. There's a rise in demand for protein-rich snacks, low-carb options, and functional beverages catering to busy lifestyles. Plant-based protein sources are gaining traction, aligning with the region's growing vegetarian and flexitarian demographics.

**Europe:** Within the Primary Macronutrients Market in Europe, a shift towards sustainable eating is notable. Consumers are seeking foods and supplements that offer a harmonious balance of macronutrients while considering environmental impact. The trend includes a surge in interest in locally sourced products, organic options, and the promotion of healthy fats, mirroring a holistic approach to well-being.

**Asia-Pacific:** In the Asia-Pacific region, the Primary Macronutrients Market is shaped by diverse

dietary traditions. Trends reflect a preference for functional foods and beverages that provide macronutrient-rich nutrition while aligning with cultural norms. There's a surge in demand for plant-based protein sources in vegetarian-friendly diets, coupled with an emerging interest in personalized nutrition to accommodate diverse dietary preferences.

LAMEA (Latin America, Middle East, and Africa): In the LAMEA region, the Primary Macronutrients Market showcases a blend of traditional and contemporary dietary trends. A growing middle class, urbanization, and health awareness are driving demand for balanced macronutrient profiles. The trend includes an uptake in fortified foods and beverages, along with a preference for plant-based proteins and healthier fat sources, contributing to the region's evolving wellness landscape.

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### Key Players

Nestlé S.A.  
Danone S.A.  
General Mills Inc.  
Abbott Laboratories  
Kellogg Company  
The Kraft Heinz Company  
Mars Incorporated  
PepsiCo Inc.  
The Coca-Cola Company  
Unilever PLC  
Others

The Global Primary Macronutrients Market is segmented as follows:

### By Type

Carbohydrates  
Proteins  
Fats (Lipids)

### By Application

Food and Beverage  
Dietary Supplements  
Animal Feed  
Personal Care & Pharmaceuticals

## By Geography

### North America

The USA

Canada

Mexico

Europe

The UK

Germany

France

Italy

Russia

Rest of Europe

### Asia Pacific

China

Global India

Japan

South Korea

Malaysia

Philippines

Rest of Asia-pacific

### Latin America

Brazil

Rest of Latin America

Middle East and Africa

GCC

North Africa

South Africa

Rest of Middle East & Africa

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