

Global Reduced Salt Packaged Foods Market Anticipated to Grow US\$ 212.01 Billion By 2033 | FMI Study

Private label brands are gaining popularity, boosting the growth of the market, with companies like Nestle committing to reducing salt content in their products

NEWARK, DELAWARE, UNITED STATES OF AMERICA, November 8, 2023 /EINPresswire.com/ -- According to FMI reports, the global [reduced salt packaged foods market](#) can soar at a rate CAGR of 5.5% from 2023–2033.

The net worth of the market share of the reduced salt packaged foods industry is predicted from US\$ 124.12 billion in 2023 to over US\$ 212.01 billion by 2033.



As health concerns have gained more attention and people are choosing healthier options, consumer spending power has grown. Furthermore, as people grow more conscious of the risks associated with consuming meals high in sodium, the global market for minimally salted food items is anticipated to expand throughout the forecast period.

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It is also anticipated that growing consumer trust in private label products will further restrain market expansion. As consumers' concerns about their health have grown, the global market for food products with less salt has expanded dramatically in recent years. Consumers are increasingly aware of the detrimental effects of high sodium consumption.

As a result of consumer demand for low-salt foods and drinks, manufacturers have introduced reduced-salt products. The growth of the food industry, particularly packaged and processed foods, has also contributed to the increase in sodium consumption.

Manufacturers create tasty, healthy products with low sodium content as a way to reduce salt consumption among consumers. Different applications have different requirements for tastes, textures, and usage requirements when it comes to sodium levels and ingredients.

Key Takeaways from the Reduced Salt Packaged Foods Market Study:

The global reduced salt packaged foods market expanded at 4.8% CAGR over 2017–2022.

China dominates the Asia Pacific except for the Japan region. reduced salt packaged foods market expected to reach US\$ 53.12 billion by 2033 at a 9.1% CAGR.

Snacks segment holds a CAGR of 5.4% in 2023 and is projected to continue accounting for over half of sales in the market by 2033.

Based on distribution channels, offline led the reduced salt packaged foods market.

The reduced salt packaged foods market is expected to increase at a notable CAGR of 5.5%.

Competitive Landscape for the Reduced Salt Packaged Foods Market:

The global market for reduced salt food products is highly fragmented due to the number of manufacturers on the market. Market leaders maintain their dominance by investing in research and development, incorporating innovative technology into their products, and releasing high-quality products. For example, they use alliances, agreements, mergers, and partnerships to maintain their leadership position.

Some major players supplying reduced salt packaged foods are:

PepsiCo

The Kraft Heinz Company

General Mills

Maple Leaf Foods

Kellogg's

JBS

Tesco

Tyson Foods

Nestle

ConAgra Foods

Hormel Foods

Smithfield Foods

Cargill

“The Reduced Salt Packaged Foods Market has witnessed substantial growth in recent years, as health-conscious consumers increasingly seek lower-sodium alternatives in their diet. According to the research manager's published market study, this trend is driven by a growing awareness of the adverse health effects of excessive salt consumption and a desire for healthier food options.” – Says, Nandini Roy Choudhury, Client Partner at Future Market Insights

Recent Developments in the Reduced Salt Packaged Foods Market:

Food for Life Baking Co. announced in July 2021 that it would add low-sodium products to its

offerings. There are a variety of saline-free products available, such as cereals, muffins, and tortillas.

In April 2022, Tata Salt introduced Tata Salt SuperLite, India's first-ever 30% low sodium salt, as part of its low sodium salt portfolio. This product has been specially formulated with 30% less sodium than refined iodized salt to provide a solution for people whose diets contain less sodium.

In July 2021, Ezekiel 4:9 Sprouted Flourless Crunchy Cereal, Low Sodium Sprouted Flourless English Muffins, and Low Sodium Sprouted Flourless Tortillas were all added to the Food for Life Baking Co. line.

In 2021, Cargill Salt launched an ultrafine, powder-like sodium chloride ingredient. It can be used as a blending ingredient in dry soups, cereals, flours, spice mixes, and snack toppings.

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Reduced Salt Packaged Foods Market Segmentation by Category:

By Product Type:

- Meat
- Poultry
- Seafood
- Snacks
- Others

By Distribution Channel:

- Offline
- Online

By Region:

- North America
- Latin America
- Europe
- The Middle East & Africa (MEA)
- East Asia

Authored by:

Nandini Roy Choudhury (Client Partner for Food & Beverages at Future Market Insights, Inc.) has

7+ years of management consulting experience. She advises industry leaders and explores off-the-eye opportunities and challenges. She puts processes and operating models in place to support their business objectives.

She has exceptional analytical skills and often brings thought leadership to the table.

Nandini has vast functional expertise in key niches, including but not limited to food ingredients, nutrition & health solutions, animal nutrition, and marine nutrients. She is also well-versed in the pharmaceuticals, biotechnology, retail, and chemical sectors, where she advises market participants to develop methodologies and strategies that deliver results.

Explore FMI's related ongoing Coverage on the Food and Beverage Market Domain:

[Reduced Lactose Whey Market](#): Demand is anticipated to be valued at US\$ 11.07 Billion in 2022, forecast to grow at a CAGR of 7.5% to be valued at US\$ 22.82 Billion from 2022 to 2032.

[Reduced Fat Butter Market](#): Is expected to reach a market valuation of US\$ 1.3 Billion by the year 2022, accelerating with a CAGR of 6.2% by 2022 to 2032, to reach a value of US\$ 2.37 Billion by 2032.

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