

## \$8.4+ Bn Soaring Growth in the Eggshell Membrane Market by 2032

PORTLAND, OREGON, UNITED STATES, April 22, 2024 /EINPresswire.com/ -- In the intricate web of the global economy, the eggshell membrane market stands out as a rapidly evolving sector. Valued at \$3.8 billion in 2022, this niche segment is projected to burgeon to \$8.4 billion by 2032, with an impressive compound annual growth rate (CAGR) of 8.9% from 2023 to 2032. The factors driving this growth are multifaceted, spanning from the increased awareness of the



Eggshell Membrane Market size, share, growth

membrane's health benefits to strategic market expansions by key players.



Food & beverage subsegment of the application acquired the maximum share of the global eggshell membrane market in 2022.

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Supply Dynamics and Potential Disruptions

The production of eggshell membranes is inextricably linked to the poultry industry, primarily depending on the global production of eggs. This dependency subjects the market to vulnerabilities such as seasonal fluctuations, disease outbreaks in poultry, and shifts in consumer preferences towards egg consumption. For instance, diseases like avian influenza can not only diminish egg production but can also necessitate the culling of affected

birds, thereby reducing the availability of raw materials for eggshell membrane extraction.

Consumer Demand Versus Industrial Application

Eggshell membranes have long been overshadowed by the primary demand for eggs in the food industry. This includes direct consumption, usage as an ingredient, and processing into other

egg-based products. As the food industry consumes a significant share of egg production, the availability of eggshell membranes for other applications is sometimes limited. This dynamic could pose a challenge to the growth of the eggshell membrane market if not managed with forward-looking supply chain strategies.

## Nutritional and Health Benefits Driving Growth

On a more positive note, the intrinsic properties of eggshell membranes, rich in proteins, collagen, and essential nutrients, are propelling their demand in the health and wellness sector. These membranes have been identified as beneficial in promoting joint health, alleviating joint pain, and enhancing flexibility. Moreover, they are an excellent source of calcium, magnesium, phosphorus, and essential amino acids, making them an attractive ingredient for dietary supplements and functional foods.

This shift towards nutraceutical applications is also buoyed by a growing consumer inclination towards sustainable and waste-reducing products. Utilizing eggshell membranes, a byproduct of the egg industry, aligns with global trends towards sustainability and resource efficiency.

## Strategic Market Movements by Industry Leaders

The market landscape is also characterized by strategic moves by key industry players to consolidate their positions and expand their market footprint. Notable among these is the collaboration between Stratum Nutrition (U.S.) and 3i Solutions (U.S.) in March 2020, aiming to broaden their reach in the human nutrition segment. Other major players like Biova LLC (U.S.), Microcore Research Laboratories (India), and Kewpie Corporation (Japan) are continuously innovating and expanding their product offerings to capture a larger share of the market.

As the eggshell membrane market continues to expand, it does so amidst a complex interplay of challenges and opportunities. The potential supply chain vulnerabilities need to be strategically managed, while capitalizing on the rising demand in the health and wellness sectors. Industry stakeholders will need to navigate these waters with innovative solutions and adaptive strategies to harness the full potential of this promising market. By doing so, they can contribute not only to economic growth but also to a more sustainable and health-conscious world.

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