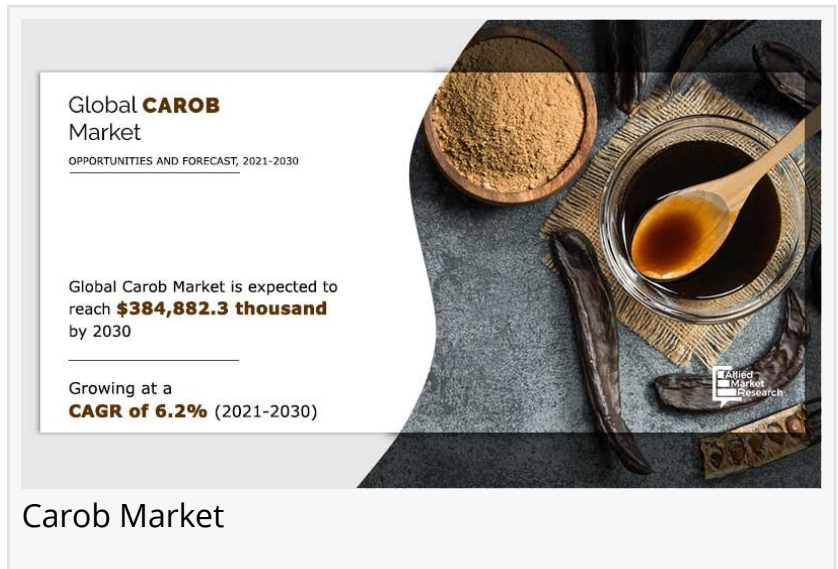


Carob Market to Reach \$384.88 Million by 2030, Allied Market Research Reports

The carob market is projected to grow at a CAGR of 6.2%, driven by rising consumer awareness of nutritional benefits.

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, July 10, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Carob Market](#) by Type, Application and Distribution channel: Global Opportunity Analysis and Industry Forecast, 2021-2030," The carob market size is expected to reach \$384,882.3 thousand by 2030, registering a CAGR of 6.2% from 2021 to 2030.



Carob Market

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Increasing health awareness is a major driver for the growing demand for carob products.”

Allied Market Research

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The increasing awareness about healthy food with more nutritional values and rising consumer awareness is leading to the growing demand for convenience &

functional food, which is further driving the carob market. The carob is a pod of a tree especially found in the Middle East countries, the rip pods have sweet pulp that is then dried, roasted, and then crush into powder which look-alike cocoa powder. Carob powder is produced by deseeding of carob pods, yielding of kibbled carob, followed by roasting and milling of the kibbled carob.

The global carob market is witnessing growth due to increasing consumer awareness about healthy, nutritional food and a rising demand for convenience and functional food products. Carob, derived from the pods of a tree found in the Middle East, is processed into powder with

properties resembling cocoa powder. Carob powder serves as a natural sweetener and finds applications in various industries, including bakery, confectionery, pharmaceuticals, and more.

Carob powder is used as a natural sweetener in baked goods owing to its sweet, no fat content and has a unique taste. Furthermore, carob is low in sodium, it contains calcium, but no oxalates, high in fiber, a good source of antioxidants, caffeine-free making carob popular in the pharmaceuticals industry. The carob powder is used as a sprinkle on yogurt or ice cream, as carob drink, creamy carob pudding, and candy bars among others. Carob with a protein content of more than 95% protein isolate, also with a well-balanced amino acid composition, can be an attractive ingredient for use in human dietary food processing. Carob protein is also used as thickening & stabilizing agent, and gelling agent in the food industry.

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Growing awareness about healthy food choices and nutritional values is driving the demand for convenience and functional foods, where carob serves as a natural sweetener with unique taste and health benefits.

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Carob is low in sodium, high in fiber, contains calcium, and is caffeine-free, making it a popular choice in the pharmaceutical industry and a sought-after ingredient for various food products.

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The medicinal values of carob, including glycemic control, cholesterol reduction, and anticancer effects, have attracted the pharmaceutical industry to incorporate carob into medicines.

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Powder, gum, and others. The powder segment dominates the market due to carob's use as an alternative to cocoa powder in various applications.

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Bakery and confectionery, nutrition and supplements, dairy products, pharmaceuticals, and others. Pharmaceuticals segment shows significant growth due to the medicinal values of carob.

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Online retail, retail stores, online B2B, and B2B direct supply. Online retail experiences high CAGR growth, attributed to easy availability, information accessibility, time-saving, and home delivery

benefits.

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North America, Europe, Asia-Pacific, and LAMEA. Asia-Pacific is expected to witness substantial growth due to health concerns related to artificial sweeteners and increased usage of carob in the food industry.

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The powder segment is estimated to reach \$114,127.6 thousand by 2030, with a CAGR of 7.2%. Carob powder's natural sweetness, absence of fats, low sodium, and gluten-free nature contribute to its popularity.

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The pharmaceuticals segment is estimated to reach \$31,271.0 thousand by 2030, at a CAGR of 7.9%. Carob's medicinal values make it attractive for addressing health issues and producing medicines.

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The online retail segment is expected to reach \$68,852.9 thousand during the forecast period, experiencing the highest CAGR. Increased consumer reach, information availability, and online offers contribute to the growth of online retail.

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Asia-Pacific: The region is expected to grow at a CAGR of 5.9%, driven by rising health concerns, the demand for natural sweeteners, and increased usage of carob in various food products.

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