

Nutritional Analysis Market to Reach USD 12.97 Billion by 2032, Driven by Rising Health Consciousness

Increasing consumer awareness of health and nutrition is a primary driver, with more individuals prioritizing healthy eating.

AUSTIN, TX, UNITED STATES, November 13, 2024 /EINPresswire.com/ -- The [Nutritional Analysis Market](#) was valued at USD 6.38 billion in 2023 and is expected to grow to USD 12.97 billion by 2032, at a CAGR of 8.2% over the forecast period of 2024-2032.



The Nutritional Analysis Market is growing due to a rapid increase in consumer awareness about health and wellness, a rise in demand for personalized nutrition, increase in food-related health disorders. Market demand is also supported by the development of the functional food and beverage sector, in conjunction with developments employed based on analytical technologies such as spectroscopy and chromatography.

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Nutritional Analysis Market is rising due to increasing regulatory standards towards organic baby foods in terms of safety and quality.”

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Rising Consumer Awareness and Regulatory Standards Drive Growth in Nutritional Analysis Services

A typical consumer buying behavior towards food and grocery depends on various cultural, economic,

psychological, and lifestyle factors with increased awareness about health, diet, and diseases. Food labels are one of the most important ways they learn about ingredients, and television commercials are yet another source. In response to this, as consumers become aware of the nutrition packed into each meal they eat, there is an increase in demand for nutritional analysis services that help businesses maintain the nutritional integrity of new products.

Food producers must put the nutritional value of their products on display for people & that's why they need Nutritional Analysis Services. They are used to comply with labeling requirements such as the tests on calories, fats, proteins, sugars, etc. Growth in the nutritional analysis market within these developing countries is bolstered by industrialization, increased food trade relations with North America and Europe, and an increasing regulatory priority on consumer health and safety.

Fat Profile and Bakery Confectionery Dominate Market in 2023 as Sugar Profile and Baby Food Drive Future Growth

By Parameter: The Fat Profile and Calories segments dominated the market in 2023 since such food label information is mandated as these parameters have a direct impact on health. Due to the increase in obesity and heart diseases, people, as well as regulators, particularly focus on fat content and calories, hence these have become inevitable parameters for food labeling.

The Sugar Profile is predicted to witness the highest CAGR FROM 2024-2032, as global health issues such as diabetes and obesity increase, so does the demand for precise sugar content labeling when it comes to sugar-free and low-sugar products. Such changes in consumer quintessence towards healthier options and lawmaking pressure for lucid labeling will drive the sugar profile testing segment in the coming years.

By Product Type: The Bakery & Confectionery segment dominated the market share in 2023, as baked goods and confectioneries are some of the most-consumed staples in diets worldwide. Nutritional analysis of these products is vital to satisfy consumer demand for healthier low-sugar and low-fat options. It is this mass manufacturing and churn of sales that has cemented the dominant place of such a category via strength/scale.

Baby Food is projected to witness the fastest-growing CAGR during 2024-2032. The growth is followed by rising awareness of parents on infant nutrition, which eventually increases the demand for high-quality and safe baby foods. In addition, regulators around the world are carrying out stringent norms for labeling infant food that drive the demand for precise analysis of nutrition quality.

By Parameter

- Fat Profile
- Vitamin Profile
- Mineral Profile
- Proteins
- Total Dietary Fiber
- Sugar Profile
- Cholesterol
- Calories

By Product Type

- Bakery & Confectionery
- Snacks
- Dairy & Desserts
- Meat & Poultry
- Baby Food
- Others

By Objective

- New Product Development
- Product Labelling
- Quality Control
- Regulation Compliance

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North America Leads Market Share in 2023 While Asia Pacific Drives Fastest Growth Through 2032

North America dominated the market share in 2023, holding the maximum share owing to the high establishment of food industries, and comparatively higher consumer awareness about health and nutrition among the countries in this region along with strict regulatory standards. It is an important market for demand for nutritional analysis services, fueled by increasing consumer preference for healthier food and implementation of mandatory labeling.

Asia-Pacific is anticipated to have a high-speed CAGR from 2024-2032. The pace of industrialization, growing disposable incomes, and changing dietary habits in countries such as China and India are behind this growth. Nutritional analysis services are expected to gain momentum in Asia-Pacific due primarily to the increase in health-conscious consumers, opened trade with regions such as North America and Europe where strict food safety regulations have been imposed against countries of late, and the rising need for nutritional analysis across emerging economies.

Recent Developments:

- In October 2024, Mérieux NutriSciences acquired Bureau Veritas' food testing business for EUR 360 million, further solidifying its role in enhancing global food safety and sustainability.
- In August 2023, Thermo Fisher Scientific launched the iCAP RQplus ICP-MS Analyzer, designed for efficient trace element analysis, including nutritional and toxic elements in food, water, and industrial samples.

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