Business Review

Established & Clean-Label Hydrocolloids

SUPPLY/DEMAND/FORECASTS/TRENDS

2022 - 2027

INTRODUCTION

Hydrocolloids have long been a mainstay of the food and beverage industry, providing texture and stability across a wide range of end-product categories.

The rapid growth of the meat alternatives category has spurred demand for hydrocolloids, which are a crucial component of the product matrix. Carrageenan, xanthan, konjac, and methylcellulose are prominent in this category. However, increasing consumer pressure for clean-labels is driving demand for alternative texturizing solutions; gellan gum in vegan applications, or in-situ pectin addition by using citrus fibre, as examples.

However, the rise of these clean-label solutions has coincided with the emergence of Covid-19. This global pandemic has foregrounded the following consumer trends as the key market drivers: price, food safety and security, health and wellness, and immunity-boosting. Price pressure, imposed on consumers by increasing energy costs and inflationary pressures, conflicts with the health, wellness, and immunity-boosting trends, which align more closely with the prevailing clean-label drivers. Furthermore, consumer stockpiling has illustrated the requirement for product stability and shelf-life extension, increasing demand for hydrocolloids in many applications. Requirements unlikely to abate in the current climate.

There is significant development activity of clean-label hydrocolloids, both new ingredients, such as new fibres and ingredient blends, as well as those yet to gain market presence. This study will explore the opportunities for this next generation of hydrocolloids. From patent analysis through to interviews with start-ups, and academic/industrial collaborations, we will identify and profile these ingredients, and explore their functionality, advantages, and potential pitfalls. The study will serve to indicate the winners and losers amongst this next generation of clean-label hydrocolloids, and provide projected market penetrations for each.

OBJECTIVES

The main objective is to provide an in-depth understanding of the next generation of clean-label hydrocolloids. This will include the following sub-objectives:

- Identify and profile next generation hydrocolloids (patent analysis, start-up companies, academic/industrial research, etc.)
- Explore potential applications, advantages, and pitfalls of these ingredients
- Provide supply and demand market sizes for new and established hydrocolloids
- Present food/non-food demand market splits for the ingredients
- Derive potential market penetration (2027) for next-generation hydrocolloids
- Identify likely winners and losers (2027) amongst the next generation of these ingredients

PRODUCTS

CLEAN-LABEL HYDROCOLLOIDS Nascent and currently under-development hydrocolloids, including Gums, Fibres, Starches, Ingredient Blends, Others (to be identified)

ESTABLISHED HYDROCOLLOIDS Agar, Alginates, Carrageenan, Cellulosics (CMC, MCC, MC/HPMC), Pectin, Gum Arabic/Acacia, Guar Gum, Konjac Gum, Locust Bean Gum, Cassia Gum, Tara Gum, Modified Starch, Xanthan, Gellan

SECTORS

Bakery & Cereals; Confectionery; Dairy; Beverages; Ready Meals; Processed Meat and Fish; Meatless Foods; Soups; Seasonings; Dressings & Sauces; Snacks; Syrups & Spreads; Infant Nutrition; Sports and Performance Nutrition

MARKETS

USA/Canada/Mexico; Brazil; Europe (EU27 plus UK/Norway/Switzerland); China; India; Saudi Arabia; United Arab Emirates; Asia-Pacific (Indonesia, Malaysia, Philippines, Singapore, Thailand); RoW (including Russia, Ukraine, Australia, South Korea, Vietnam, South Africa, Japan and Other LATAM)

TIMESCALE

Current: 2022; Forecast (Demand): 2027

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SUBSCRIPTION

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For more info, contact

GIRACT
24, Pré-Colomb
1290 Versoix/Geneva
Switzerland

V. Krishnakumar
Tel: + 41 22 779 0500
info@giract.com
www.giract.com