Global Fat-Replacers Market Information: by Type (Protein, Carbohydrate, Lipid and others), Source (Plants, Animals and others), Form (Powder, Liquid and others), Application (Dairy and Frozen Desserts, Bakery and Confectionary, Snacks, Beverages and others) and Region - Forecast till 2023

Market Synopsis of Fat-Replacers Market:

Market Definition:
Fat replacers are fat alternatives that have similar physical and chemical properties as compared to regular fat. Fat replacers are highly stable in nature and contain less calories. They are used in the production of low calorie & low fat foods. Fat replacers are commonly prepared from proteins, carbohydrates, lipids and other sources and have a wide range of product applicability which includes dairy and frozen desserts, bakery and confectionary, snacks, beverages and others.

Market Scenario:
The amount of obese population and population suffering from diseases such as hypertension, high blood cholesterol and other heart diseases due to high fat intake is increasing rapidly, which is a great concern among the growing population. This has intensified the demand for low-calorie and low-fat alternatives from several industries such as dairy, bakery, snacks & beverages and others. Moreover, rising demand for low-calorie food and innovative food ingredients is projected to drive the growth of fat-replacers market over the review period.

Furthermore, growing health conscious population and their awareness towards heart health is boosting the market of fat-replacers. Moreover, inclination of consumers towards the consumption of healthy diet is adding fuel to the growth of the fat-replacers market. However, the toxicity caused due excessive consumption of fat-replacers and their potential threat to the health may hinder the market growth over the forecast period.

Intended Audience:
- Fat-replacers manufacturers
- Dairy product manufacturers
- Raw material suppliers
- Retailers and wholesaler
- E-commerce industry
- Traders, importers, and exporters

Key Findings:
- North America is the leading consumer of carbohydrate-derived fat replacers such as xanthan gum, guar gums and modified starches used as an ingredient for dairy & frozen desserts products.
- Fat replacers have a number of opportunity in the processed food industry.
**Segments:**

Fat replacers are segmented on the basis of type, which includes protein, carbohydrate, lipid, and others. Among all, carbohydrate hold the major market share followed by proteins. The primary reason for the growth of carbohydrates is their extensive use in frozen desserts & dairy products. However, fat-replacers of protein origin is estimated to raise owing to its heat resistant properties which is widely used in frozen desserts & dairy products.

On the basis of source, the fat-replacers market is segmented into plants, animals, and others. In this segment, plant source segment is dominating the market owing to high availability of plant proteins. However, animal protein is costly, which restricts its use in food and beverages.

On the basis of the form, fat-replacers market is segmented into powder, liquids, and others. The powder form is dominating in this segment owing to its easy use and maintenance.

On the basis of application, the fat-replacers market is segmented in dairy & frozen desserts, bakery & confectionary, snacks, beverages, and others. Among all the applications, bakery & confectionary is dominating the market owing to increasing health awareness regarding good fats in the population. However, the demand for dairy & frozen desserts is predicted to experience a high demand owing to health benefits associated with the consumption of food products made from low calorie fat-replacers.

**Regional Analysis:**

The global fat-replacers market is segmented into North America, Europe, Asia Pacific, and rest of the world (RoW). North America is dominating the fat replacers market followed by Asia Pacific. The U.S. has been accounted for a higher consumption of fat-replacers in confectioneries and dairy food products owing to increasing awareness about the benefits of consuming low-fat diet. Furthermore, high demand for low-calorie and low-fat convenience food in food & beverages industry is considered to be key driving factor in this region.

Furthermore, increasing consumer awareness and growing demand for an alternative of regular fat with lower caloric content in processed food & beverages has uplifted the demand for fat-replacers in Asia Pacific countries like India and China which is likely to boost the growth of the fat-replacers market during the review period. Furthermore, approval for the use of fat-replacers in edible products from regulatory authorities such as food and agriculture organization (FAO) is projected to uplift the growth of the fat-replacers market.

**Key Players:**

Some of the key players profiled in the global fat replacers market: FMC Corporation (U.S.), Ashland Global Holdings Inc. (U.S.), Cargill Inc. (U.S.), Archer-Daniels-Midland Company (U.S.), Kerry Group plc. (Ireland), E. I. du Pont de Nemours and Company (U.S.), Pfizer Inc. (U.S.)

The global fat replacers market is segmented under the following regions,

**North America**

- U.S.
- Canada
- Mexico

**Europe**

- Germany
- France
- Italy
- Spain
- U.K.
- Rest of Europe
The report for global fat replacers market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macroeconomic and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the various segments and regions of the market.

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