Global Natural Antioxidants Market Research Report: by Source (Vitamin C, Vitamin E, Polyphenol), Application (Bakery & Confectionery, Dairy & Frozen Desserts, Beverages, Meat Products, Sweet & Savory Snacks, Sports Nutrition) and Region - Forecast till 2023

Intended Audience:
- Pharmaceutical industry
- Bakery industry
- Supplement industry
- Beverage industry
- Dairy industry
- Food processing industry
- Personal care industry
- Animal feed industry
- Traders, importers, and exporters

Market Synopsis of Natural Antioxidants Market:

**Market Definition:**
Antioxidants is any substance that inhibits oxidation and removes potentially damaging oxidizing agents in a living organism. Antioxidants are either natural or synthetic. The ones which are obtained entirely from natural sources are termed as natural antioxidants. Natural antioxidants are experiencing a sustained growth over the last few years owing to negative impact of synthetic antioxidants on health. Natural antioxidants are mainly sourced from vitamin C, vitamin E, polyphenol, carotenoid and others. They have gained popularity in wide range of industries.

**Market Scenario:**
Natural antioxidants is gaining popularity in various industries such as bakery & confectionery, dairy & frozen desserts, beverages, oil and fats, sweet & savory snacks, sports nutrition which is driving the growth of the market. Increasing health awareness among consumers have a positive impact on natural antioxidant market. Growing trend towards organic products is also driving the growth of natural antioxidants market.

Increasing consumption needs of ready to eat food and products with higher shelf life is anticipated to escalate the market demand for natural antioxidants on a global level. Moreover, rising awareness of natural antioxidants among the population is adding fuel to the growth of the market. However, high cost of natural antioxidants may hamper the growth of the market.

**Key Findings:**
- Polyphenol based natural oxidants are gaining high popularity among the functional food and beverage industry
- China was witnessed to be the major producer and
Segments:
On the basis of source, natural antioxidants market is segmented into vitamin C, vitamin E, polyphenol, carotenoid and others. Among all, vitamin C is witnessed to be dominating the market followed by vitamin E. Easy availability of vitamin C in the market followed by wide application of vitamin C in various industries is boosting the growth of the market. However, polyphenol based natural oxidants are projected to gain moderate growth over the forecast period.

Based on the application, natural antioxidants is segmented into bakery and confectionery, dairy and frozen desserts, beverages, oil and fats, sweet and savory snacks, sports nutrition, meat products and others. Among all, meat products segment is dominating the market owing to easy degradation of these products. However, the sports nutrition segment is expected to witness a substantial growth in the coming years followed by dairy and frozen desserts market.

Regional Analysis:
The global Natural antioxidants market is segmented into North America, Europe, Asia Pacific and rest of the world (RoW). Asia Pacific is witnessed to be dominating the natural antioxidants market. China is the major contributor of natural antioxidants market followed by India. Growing awareness of natural antioxidants and application in various industries is boosting the growth of natural antioxidants market in this region.

North America is projected to be the second largest market followed by Europe. Growing inclination towards functional food and beverages in the U.S. is driving the growth of natural antioxidants in this region. Latin America and MEA is also expected to grow in natural antioxidants market over the estimated period.

Key Players:
Some of the key players profiled in the natural antioxidants market are Archer Daniels Midland Company (U.S.), DSM (The Netherlands), BASF (Germany), DuPont Nutrition & Health (Denmark), Adisseo (China), AJINOMOTO (Japan), Chr. Hansen (Denmark)
The global natural antioxidants market is segmented into the following regions

North America
• U.S.
• Canada
• Mexico

Europe
• Germany
• France
• Italy
• Spain
• U.K.
• Rest of Europe

Asia Pacific
• China
• India
• Australia
• Japan
• Rest of Asia Pacific

Rest of the world
• Brazil
• Argentina
• South Africa
• Others

The report for Global Natural Antioxidants 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, macro-economic 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 segments and regions of the different market.

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