

## **Food Fortification Market is Expected to Grow at a CAGR of 4.5% by 2022**

*Global Food Fortification Market Information- by product , by nutrients, by type and by Region Food Fortification Forecast to 2022*

Global Food Fortification Market Information- by product , by nutrients, by type and by Region Food Fortification Forecast to 2022 Pune, India - April 14, 2017 /MarketersMedia/ -- Market Research Future published a half cooked research report on global Food fortification market which is estimated to grow more than 4.5% after 2022.

### Market Overview:

Food fortification is the process of adding micronutrients such as vitamins, proteins, minerals to food and beverage product so as to enrich it with nutrients. This market is driven by many factors such as increase in the demand for fortified food products, rising micro-nutrient malnutrition (iron, folic acid, iodine, vitamin A, and zinc), anemia in women has increased in an alarming number.

World Health Organization (WHO), UNICEF, and The Gates Foundation, endorse food fortification as a primary means of improving micronutrient health. Among the fortified food segment, fortified dairy and beverages products are projected to grow at the highest rate in the global food fortification market. Among numerous healthy food & snack options, consumers prefer having fortified snacks during evening snack time such as digestive biscuits, probiotic yoghurt, and others. Globally, food fortification market is growing at the rate of 4.5% during 2016 to 2022.

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### Market Forecast:

Consumer awareness & their increasing interest in consuming food with high nutritional value, hence the demand for food fortification will drive the market growth from 2016 to 2022. Also, the development of food advancement in food technology, has also boosted the sales of fortified food products. Growing incidence of diseases, increasing consumer health awareness, adding to this consumers want to increase the daily nutrition intake, which has led to the adoption of the food fortified products in day-to-day life. These factors will play a key role in the growth of food fortification market at the CAGR of 4.5% during 2016-2022.

### Key Players of Food Fortification Market:

- o Nestle SA (Switzerland)
- o Kellogg Co. (U.S.)
- o Dean Foods (U.S.)
- o Altria Group (U.S.)
- o Kraft Foods (U.S.)
- o General Mills (U.S.)
- o Campbell Soup Company (U.S.)

### Downstream Analysis:

There are various food that are made mandatory by the Government that has to be fortified, such as salt with iodine, vegetable fat with vitamin A& D, milk fortified with Vitamin D, this measure was undertaken to curb the incidence of rickets and iodine deficiency that affected about two billion people and is the leading preventable cause of intellectual and developmental disabilities. Dairy products now are fortified with various probiotics and prebiotics so to curb stomach ailments, products such as probiotic ice-creams, probiotic buttermilk and others. Adding to this, beverage are fortified with energy boosters, minerals, salts, and beverages is especially fortified to cure dehydration.

**Brief TOC for Food Fortification Market:**

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**Regional Analysis:**

The global Food fortification market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these North American region has the major market share. The market is projected to grow at a higher rate in the review period. Asia-pacific will be the fastest growing region in the food fortification market and high growth in emerging economies such as China, India, Japan, Australia, and the Latin American countries, offers ample opportunities for expansion to major players. The high consumption of convenience food products in growing economies of Asia-Pacific and Latin America and growing incidences of diseases across the globe especially in China and India will be the crucial factor underlining the market growth.

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MarketersMediaRelease ID: 186393

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