

# The World Market for Ingredients

May 2020

Table of Contents

## INTRODUCTION

Scope

Key findings

## OVERVIEW

Ingredients largely split between ingestible and non-ingestible

Asia Pacific is the largest market but MEA is growing faster

Packaged food is the largest market with the second largest growth

Weak growth in tobacco and alcoholic drinks

## PACKAGED FOOD

Strongest growth from fats and oils in packaged food

Plant-based diets and sugar taxes impact demand

Asia Pacific bucks the trend in milk

Opportunity in milk alternatives varies regionally

## BEAUTY AND PERSONAL CARE

Surfactants: Largest category but slowest growth

Clean trend and regulation impact consumption

Asia Pacific defies low growth surfactants trend

## INDUSTRY SNAPSHOTS

Alcoholic Drinks: Historic Growth and Regional Breakdown

Home Care: Historic Growth and Regional Breakdown

Hot Drinks: Historic Growth and Regional Breakdown

Pet Care: Historic Growth and Regional Breakdown

Soft Drinks: Historic Growth and Regional Breakdown

Tobacco: Historic Growth and Regional Breakdown

## PROSPECTS

2019 marks the final year of normality for long-term trends

The 5-step consumer progression of COVID-19

A progression of challenges for fmcg industry over 2020-2021

Most impacted fmcg categories

Most ingredients likely to benefit from shifting demand...

... while some ingredients face difficulties

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