

Business Review

COVID-19 Era Demand for Savory Ingredients

PANDEMIC PIPS PRESSURE ON PRICE AND POSITIONING

2021 - 2026

INTRODUCTION

Yeast Extract (YE) and other yeast-based ingredients, Hydrolysed Vegetable Protein (HVP), Hydrolysed Animal Protein (HAP), Monosodium Glutamate (MSG) and Nucleotides are the commonly used savory ingredients globally. These have been the mainstay of the processed food industry in creating consumer acceptable savory flavors and notes. About a decade ago, Europe had the largest demand with almost 50% of the global consumption of yeast extracts. MSG and HVP had been replaced by yeast extract in Europe in many products. On the other side, the USA also had a significant yeast extract market where the ingredient competed with HVP. China was emerging strongly although the quality of products in the local market was not the same as in Europe or the USA. Since then, the market has evolved rapidly with the use of yeast based savory ingredients becoming more popular based on the different formats (liquid, paste, powder) and product types (low/high salt, low/high nucleotide, and others) available, rather than due to MSG replacement. Specific analysis of MSG will be included if MSG replacement trends are found to be prominent during the research, and as per client request.

One of the significant changes since then has been the increased importance of autolyzed yeast as well as other derivatives of the yeast value chain which play a role in the savory flavor field - YCW, DIY and YA. Sweet applications have not picked up, but we have seen a dramatic increase in interest in the meatless area. The large number of YE manufacturers across the globe do not seem to be affected negatively by the COVID-19 pandemic. Most had already gone back to regular production by the third quarter of 2020. This shows a remarkable resilience that the food industry has had to any negative impact of COVID-19 and the benefits that the savory ingredients businesses have reaped. Yeast derivatives may also ride on the post COVID nutritional trend - as natural flavors or as supplements containing vitamins. These trends will also be explored.

Giract has been tracking the global market for these ingredients for many decades now. The current edition becomes particularly significant to truly understand the impact of the pandemic for future growth.

OBJECTIVES

To identify supply, demand and future trends for selected savory ingredients, and to examine the prices of these ingredients in each key country/region which translates into the following sub-objectives

- To evaluate the current market (volume and value) for the selected savory ingredients, and derive volume forecasts of market size to 2026 across countries/regions
- To understand the impact of COVID-19 on food markets in each region, which will influence positively or negatively the demand for these savory ingredients
- To provide a competitive analysis of producers of these savory ingredients across regions
- To understand pricing difference by region, ingredient type, format, producer and demand sector, where relevant

PRODUCTS

Yeast Extracts (YE), Dried Inactive Yeast (DIY), Yeast Cell Walls (YCW), Hydrolysed Vegetable Protein (HVP), Hydrolysed Animal Protein (HAP)

SECTORS

Soups, Bouillon/stock, Sauces/gravies, Dehydrated noodles, Snack seasonings, Meat seasonings, other seasonings (marinades, rubs, etc.), Meat analogues, Food service, Petfood, Animal feed, Fermentation, Process flavors

MARKETS

North America (USA, Canada), Latin America (including Mexico), EU28, Russia, Africa (Egypt, Nigeria, South Africa), Middle East (UAE & KSA), China, India, Indonesia, Thailand, Philippines, Vietnam, Japan, ROW (Eastern Europe, ANZ, Other Asia, Other Africa)

TIMESCALE

Current estimates for 2021 with demand forecast for 2026

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