

Curcumin market capitalizes on popularity of turmeric as a Wonder Herb

01 August 2017 | News

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Consumer preference for natural food colors widens growth opportunities for curcumin in food and beverage applications.

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Global Curcumin Market, Forecast to 2023 is part of Frost & Sullivan's Future of Agriculture & Nutrition Growth Partnership Subscription. This study will help clients understand consumer preferences that are evolving due to changing lifestyles and health awareness. North America is the biggest market for curcumin, while Europe leads market growth.

"Curcumin R&D is mainly aimed at obtaining extracts with higher solubility, bio-absorption, bioavailability and other value-added properties that widen its application scope," said Frost & Sullivan Visionary Science Principal Analyst Raghu Tantry. "Manufacturers have already succeeded in increasing its absorption in the gastrointestinal tracts post oral intake by humans. Its demonstrated utility in disease prevention and pain relief in inflammatory disorders such as

rheumatism and osteoarthritis, as well as its anti-cancer properties, greatly enhance its profile and draw investments."

Turmeric, the raw material source of curcumin, is a widely used ingredient in traditional food and medicinal recipes in the Indian sub-continent and Southeast Asia. However, consumers are still unaware of all the differences between turmeric and curcumin in terms of content and therapeutic or health benefits. Due to this, ingredient suppliers struggle to position their products optimally. They need to invest in educating customers across the value chain by employing trained technical support and customer service staff.