

## Ketogenic Diet Food Market worth US\$ 9.5 Billion 2019 with a CAGR of 5.50%

**Ketogenic Diet Food** is trending in the market due to its popularity of aiding in weight-loss and treating medical conditions. It is a low-carbohydrate, fat-rich eating plan. It is an effective treatment for cancer, diabetes, Alzheimer's disease, polycystic ovary syndrome, epilepsy in children, and even diabetes. There are three main styles of the keto diet, namely standard cyclical ketogenic diet (CKD), ketogenic diet (SKD), and targeted ketogenic diet (TKD). With the growth in popularity of the keto diet, the nutraceutical marketplace has experienced an arrival of high-fat supplements.

The report "**Global Ketogenic Diet Food Market, By Product Type (Supplements, Beverages, Snacks (Nuts and Seeds, Meat and Poultry), Dairy, and Other Product Type (Meals, Sauces and Condiments, Sweeteners, and Dark Chocolate), By Distribution Channel (Hypermarket and Supermarket, Specialty Stores, Convenience Stores, and Online), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2030.**

### Key Highlights:

- In May 2018, AMPLE FOODS extended its product portfolio and introduced three varieties: Ample V (plant-based), Ample K (ketogenic), and Ample original, and Ample K. A drinkable meal packed with recognizable, real food ingredients is custom made as a ketogenic diet.
- In August 2018, In Perfect Keto introduced single-serving keto-friendly product packs: MCT Oil Powder, Exogenous Ketone Base, Matcha Latte MCT Oil Powder, and Keto Collagen.

### Key Market Insights from the report:

The global **ketogenic diet food** market accounted for US\$ 9.5 billion in 2019 and is projected to register a moderate CAGR over the forecast period. The market report has been segmented based on product type, distribution channel, and region.

- By product type, the supplements segment of the global market estimated to value at US\$ 2,111.9 million in 2018 and is projected to witness US\$ 2,964 million by 2024, at a CAGR of 5.8% over the forecast period.
- By distribution channel, hypermarket and supermarket segment of the global market was estimated at US\$ 3,967.54 million in 2018, and it is accounted to reach a value of US\$ 5,273.45 million by 2024, at a CAGR of 4.9% over the forecast period.
- By region, Europe is dominating the target market due to having the highest population of consumers who are following the ketogenic diet trend, followed by consumers of North America. Due to the benefits offered by ketogenic diet such as low-carb diet and to reverse Alzheimer's and reduce epileptic seizures in children, it is primarily followed by the consumers.

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The prominent player operating in the global ketogenic diet food market includes Nestle, Know Brainer Foods LLC, Perfect Keto, Zenwise Health LLC, Ample Foods, Danone SA, Sports Research, BPI Sports Inc., Ancient Nutrition LLC, and Pruvit.

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