

Natural Food Colors Market By Color Type (Carmine, Annatto, Caramel, Chlorophyll and Spirulina, Carotenoids, Anthocyanins, Curcumin), By Source (Plant, Animal), By Form (Liquid, Powder), By Solubility (Water, Dye), By Application (Processed Food Products, Beverages): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The natural food colors market was valued at \$2,155.4 million in 2023 and is estimated to reach \$5,839.4 million by 2035, exhibiting a CAGR of 8.7% from 2024 to 2035.

Pigments derived from natural sources such as plants, vegetables, and fruits are referred to natural food colors. They are majorly used to add color to food items and drinks in the food and beverages industry.

Consumers seek clean-label and organic products, which increases the demand for natural food colors in the market. Natural food colors, derived from spirulina, beetroot, turmeric, and others, are being preferred by the consumers, which is reshaping the product development in the food and beverage industry. In addition, good manufacturers are investing in R&D to introduce clean-label and organic products, especially beverages, dairy, plant-based meat and more to cater to the changing tastes of the consumers. This shift in trend fosters the growth of the natural food colors market.

However, high cost associated with the extraction of natural food colors limit the adoption of the products, especially in the small and medium sized food manufacturers. As natural colorants are derived from vegetables, fruits, spice-based materials and others, the colors are perishable and require intensive processing, which involves high

cost. Also, maintenance of color stability and shelf life of the products with natural colors is a major challenge for the manufacturers. These factors limit the growth of the natural food colors market.

Nevertheless, innovations in stabilization and extraction technologies are expected to be opportunistic for the growth of the natural food colors market. They help improve shelf life, maintain color stability, and reduce food waste. Also, advancements in precision extraction and fermentation help maintain the color stability of different colors, such as blue from spirulina, yellow from turmeric, purple from corn, and others. These advancements and innovations are thus expected to foster the growth of the natural food colors market, during the forecast period.

Segment Overview

The natural food color market is segmented into solubility, application, color type, source, form and region. By solubility, the market is categorized by water and dye. On the basis of application, the market is divided into processed food products and beverages. Based on color type, the market is categorized into caramel, carotenoids, anthocyanins, curcumin, carmine, annatto, and chlorophyll & spirulina. By source, the market is bifurcated into plant and animal. On the basis of form, the market is classified into liquid and powder. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Competition Analysis

The key players profiled in the natural food color market report include Archer-Daniels-Midland Company, T. Hasegawa Co., Ltd., Kanegrade Limited, Oterra A/S, Taiyo Kagaku Co., Ltd., San-Ei Gen F.F.I., Inc., Hawkins Watts Limited, Robertet Group, Byrnes & Kiefer Company, Gulf Flavours & Fragrances, California Natural Color, V. MANE Fils SAS, Koninklijke DSM N.V., BioconColors, The Watkin Company, Orginor Natural SA, Givaudan SA, Nactarome S.p.A., International Flavors & Fragrances Inc., Kalsec, Inc., GNT International B.V., Vivify, Sensient Technologies Corporation, and D?hler GmbH.

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End user preferences and pain points

Investment Opportunities

Supply Chain Analysis & Vendor Margins

Average Consumer Expenditure

Pain Point Analysis

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Product Consumption Analysis

SWOT Analysis

Key Market Segments

By Color Type

Carmine

Annatto

Caramel

Chlorophyll and Spirulina

Carotenoids

Anthocyanins

Curcumin

By Source

Plant

Animal

By Form

Liquid

Powder

By Solubility

Water

Dye

By Application

Processed Food Products

Beverages

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

South America

Brazil

Argentina

Chile

Rest Of South America

Middle East

Saudi Arabia

UAE

Egypt

Bahrain

Rest Of Middle East

Africa

South Africa

Kenya

Zimbabwe

Sudan

Rest Of Africa

Key Market Players

Archer-Daniels-Midland Company

T. Hasegawa Co., Ltd.

Oterra A/S

Taiyo Kagaku Co., Ltd.

San-Ei Gen F.F.I., Inc.

Robertet Group

Byrnes & Kiefer Company

California Natural Color

V. MANE Fils SAS

Koninklijke DSM N.V.

BioconColors

Orginor Natural SA

Givaudan SA

International Flavors & Fragrances Inc.

Kalsec, Inc.

GNT International B.V.

Sensient Technologies Corporation

Döhler GmbH

Kanegrade Limited

Hawkins Watts Limited

Gulf Flavours & Fragrances

The Watkin Company

Nactarome S.p.A.

Vivify

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