

# **Global Bitterness Suppressors and Flavor Carriers Market by Form (Liquid, Solid), Category (Solvents, Fats, Starches, Sugars), Application (Food, Beverages, Pharmaceuticals), Flavor Type (Natural, Artificial), Regional Forecasts 2021-2027**

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## **Abstracts**

Global Bitterness Suppressors and Flavor Carriers Market is valued approximately at USD 175 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.05% over the forecast period 2021-2027. Bitterness suppressors are used in foods, drinks, and pharmaceuticals to reduce pain levels. Most meals, beverages, and treatments have a bitter and disagreeable flavour, which is unappealing. The bitter flavour helps to disguise the harsh and bitter flavour of the food, making it much easier to digest. Taste carriers are synthetic or natural compounds that are employed in the extraction and flavouring of food and beverages. It is used to improve the flavour, shelf life, and texture of food and beverages. Flavor carriers are used to substitute maltodextrin in insoluble applications as processing aids, carriers, humectants, food additives, and solvents. The market for bitterness suppressors and flavour carriers is being driven by growing demand for healthy foods and drinks, as well as increased use of bitterness suppressors in the pharmaceuticals industry. The market for bitterness suppressors and flavour carriers is also being driven by rising demand for processed and packaged food items. For instance, as per Statista, in recent years, the global pharmaceutical market has seen significant growth. The whole worldwide pharmaceutical market was valued at around 1.27 trillion US dollars by the end of 2020. Furthermore, rise in private players initiatives boost the market demand further. For instance, DuPont Tate & Lyle (US) opened a new warehouse and distribution centre in Loudon, US, in October 2018 to better service local clients that require varied package sizes of bio-based solutions, as well as to meet the rising worldwide demand for Susterra and Zemea propanediol. However, stringent regulations and government

policies may impede market growth over the forecast period of 2021-2027.

Geographically, during the forecast period, Asia Pacific is expected to dominate the worldwide flavour carriers' market. The need for flavour carriers in the Asia Pacific region is being driven by an increase in the production of processed and convenience foods, as well as developments in categories such as meat, dairy, and bakery & confectionery. Customers' lifestyles are changing in terms of disposable incomes and busy schedules, removing them with less time to prepare complete meals at home, and the processed food sector in the Asia Pacific region is growing as a result of rapid urbanization and changes in customer lifestyles in terms of disposable incomes and busy schedules that leave them with less time to prepare complete meals at home.

Major market player included in this report are:

International Flavors and Fragrances (IFF)

Sensient Technologies

Dupont Tate & Lyle

Stepan Company

Givaudan Company

Symrise AG

Cargill Corporation

Kerry Group

Döhler Group

Senomyx Biotechnology Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Category:

Bitterness suppressors

Flavor Carriers

By Form:

Liquid

Solid

By Flavor type:

Natural

Artificial

By Application:

Food

Beverages

Pharmaceuticals

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Bitterness Suppressors and Flavor Carriers Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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