

# **Global Food Coating Market Size study & Forecast, by Ingredient Type (Batter, Flour), by Application (Bakery, Snacks), by Equipment Type (Coaters & Applications, Enrobers), by Form (Dry, Liquid), by Mode of Operation (Automatic, Semi-Automatic) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Food Coating Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Food coating refers to the process of applying a layer of ingredients or substances to food products to enhance their appearance, texture, taste, and preservation. Coatings can range from simple batters or breadings to more complex formulations that incorporate seasonings, flavorings, and functional additives. Food coating serves multiple purposes, including improving the visual appeal of products, providing a crispy or crunchy texture, increasing shelf life, and facilitating cooking or frying processes. Coatings can be applied to a wide range of food items, including meats, poultry, seafood, vegetables, snacks, and baked goods, offering versatility and opportunities for product innovation and differentiation in the food industry. The market drivers boosting the market growth are growing investment opportunities to develop new food coating technology and rising awareness of Health and Nutrition.

According to the US Department of Agriculture (USDA), the combined efforts of farmers and meatpackers resulted in a record production of 4.5 billion pounds of red meat and poultry in April 2022. This increased production created a need for additional processing capacity, driving higher demand for food coating equipment, particularly for bread and batter applications. The growing volume of meat and poultry products highlights the importance of efficient and effective food coating processes to meet the demand for

quality and visually appealing coated products. Moreover, expansion of functional coatings and technological advancements in coating equipment and processes is expected to create lucrative opportunities in the market. However, the raw materials and rising prevalence of food allergies and dietary restrictions stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Food Coating Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to high consumption of salty snacks, growing frozen food consumption in the US and Canada, and advanced coating equipment and technologies. However, Asia Pacific is expected to become the fastest growing during the forecast period, owing to factors such as rapidly rising population of countries such as China and India.

Major market player included in this report are:

Cargill, Inc.

Newly Weds Foods

Kerry Group plc

Associated British Foods plc

POPLA International Inc.

TNA Australia Pty Limited

John Bean Technologies Corporation

GEA Group AG

Archer-Daniels-Midland Company

Dohler GmbH

Recent Developments in the Market:

In September 2021, Ingredion, a global ingredient solutions provider, entered into a strategic distribution agreement with Batory Foods, a prominent US-based company specializing in high-quality food ingredients, including food emulsifiers. This partnership aims to leverage Batory Foods' extensive distribution network and Ingredion's expertise in ingredient solutions to enhance the availability and accessibility of food emulsifiers, catering to the growing demand for these ingredients in the food industry.

Global Food Coating Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered – Ingredient Type, Application, Equipment Type, Form, Mode of Operation, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Ingredient Type:

Batter

Flours

By Application:

Bakery

Snacks

By Equipment Type:

Coaters & Applications

Enrobers

By Form:

Dry

Liquid

By Mode of Operation:

Automatic

Semi-Automatic

**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

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Saudi Arabia

South Africa

Rest of Middle East &amp; Africa

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