

# **Global Natural Food Color Market Size study, by Ingredient (Beta-carotene, Blue Spirulina, Carmine, Lycopene), by Application (Bakery & Confectionery, Beverages), and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/G3FD5BB7108BEN.html>

Date: April 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G3FD5BB7108BEN

## **Abstracts**

Global Natural Food Color Market is valued at approximately USD 1.44 billion in 2023 and is projected to grow with an impressive CAGR of 8.30% during the forecast period from 2024 to 2032. As the momentum toward clean-label, additive-free foods surges across the global consumer base, natural food colors are becoming indispensable in the formulation strategies of modern food and beverage brands. These pigments, derived from plants, fruits, algae, and other botanical sources, offer not only visual appeal but also align with the broader ethos of health-conscious, sustainable consumption. Natural alternatives like beta-carotene, carmine, blue spirulina, and lycopene are making a vibrant mark, pushing synthetic colorants out of the frame and allowing manufacturers to appeal to discerning, label-reading consumers.

The industry is experiencing a radical shift as producers prioritize transparency and ethical sourcing. Manufacturers are innovating in extraction and stabilization techniques to improve the heat and light resistance of natural pigments, enabling their wider use across baked goods, dairy, and beverage applications. Moreover, beverage makers are leveraging water-soluble plant-based dyes to craft visually enticing products that communicate health and purity, especially in the functional drinks and juice categories. Confectioners and bakers, in parallel, are adopting natural hues to stand out in saturated markets without compromising regulatory compliance or consumer expectations. This shift is not just cosmetic—it symbolizes a fundamental pivot in how consumers evaluate product quality.

Nevertheless, the path forward is not entirely without obstacles. The market faces

considerable challenges in terms of raw material availability, high processing costs, and consistency of color strength and stability across varying pH and temperature conditions. Additionally, natural food colorants often require complex formulations to match the vibrancy of synthetic counterparts, which can elevate production timelines and cost structures. Despite these limitations, the increasing investment in biotechnological extraction processes and encapsulation methods is expected to mitigate these concerns and unlock new opportunities in natural pigment development.

Leading brands are already capitalizing on the plant-powered narrative by integrating storytelling around their color sources—from beetroot farms in Europe to spirulina harvested sustainably from pristine waters. In tandem, regulatory bodies in regions like Europe and North America are tightening scrutiny on synthetic additives, making the business case for natural colors even more compelling. Collaborations between food scientists and agricultural innovators are also giving rise to new botanical hybrids tailored specifically for pigment potency and stability, fueling innovation cycles that align with climate resilience and consumer appeal.

Regionally, Europe dominates the natural food color market, driven by strict food labeling laws, heightened consumer awareness, and robust investment in sustainable food technologies. North America follows closely, benefiting from rapid adoption by premium organic and plant-based food manufacturers. Asia Pacific is anticipated to emerge as the fastest-growing market during the forecast timeline, particularly in nations like China, Japan, and India, where ancient traditions of using natural pigments are now intersecting with modern health trends. Latin America and the Middle East & Africa are also witnessing increased uptake as international food and beverage brands expand their clean-label portfolios across developing regions.

Major market player included in this report are:

Chr. Hansen Holding A/S

Naturex S.A.

Givaudan (DDW, The Color House)

Sensient Technologies Corporation

GNT Group B.V.

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

D?HLER GmbH

Kalsec Inc.

FMC Corporation

Kemin Industries, Inc.

Roha Dyechem Pvt. Ltd.

Allied Biotech Corporation

Archer Daniels Midland Company (ADM)

Lycored Ltd.

EXBERRY

The detailed segments and sub-segment of the market are explained below:

#### By Ingredient

Beta-carotene

Blue Spirulina

Carmine

Lycopene

#### By Application

Bakery & Confectionery

Beverages

## By Region:

### North America

U.S.

Canada

### Europe

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

## Latin America

Brazil

Mexico

## Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

## Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market

approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL NATURAL FOOD COLOR MARKET EXECUTIVE SUMMARY**

- 1.1. Global Natural Food Color Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Ingredient
  - 1.3.2. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL NATURAL FOOD COLOR MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL NATURAL FOOD COLOR MARKET DYNAMICS**

- 3.1. Market Drivers

- 3.1.1. Rising Clean Label Consumer Demand
- 3.1.2. Technological Advancements in Pigment Stabilization
- 3.1.3. Regulatory Restrictions on Synthetic Colorants
- 3.2. Market Challenges
  - 3.2.1. Raw Material Scarcity and Supply Volatility
  - 3.2.2. High Processing Costs and Formulation Complexity
- 3.3. Market Opportunities
  - 3.3.1. Emerging Biotechnological Extraction Methods
  - 3.3.2. Encapsulation and Stabilization Technologies
  - 3.3.3. Development of Novel Botanical Hybrids

## **CHAPTER 4. GLOBAL NATURAL FOOD COLOR MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Forces Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Forces
  - 4.1.7. Porter's 5 Forces Impact Analysis
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economic
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Top Investment Opportunity
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL NATURAL FOOD COLOR MARKET SIZE & FORECASTS BY INGREDIENT 2022–2032**

- 5.1. Segment Dashboard
- 5.2. Global Natural Food Color Market: Ingredient Revenue Trend Analysis, 2022 &



2032 (USD Million)

- 5.2.1. Beta carotene
- 5.2.2. Blue Spirulina
- 5.2.3. Carmine
- 5.2.4. Lycopene

## **CHAPTER 6. GLOBAL NATURAL FOOD COLOR MARKET SIZE & FORECASTS BY APPLICATION 2022–2032**

6.1. Segment Dashboard

6.2. Global Natural Food Color Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million)

- 6.2.1. Bakery & Confectionery
- 6.2.2. Beverages

## **CHAPTER 7. GLOBAL NATURAL FOOD COLOR MARKET SIZE & FORECASTS BY REGION 2022–2032**

7.1. North America Natural Food Color Market

- 7.1.1. U.S. Natural Food Color Market
  - 7.1.1.1. Ingredient breakdown size & forecasts, 2022–2032
  - 7.1.1.2. Application breakdown size & forecasts, 2022–2032
- 7.1.2. Canada Natural Food Color Market

7.2. Europe Natural Food Color Market

- 7.2.1. UK Natural Food Color Market
- 7.2.2. Germany Natural Food Color Market
- 7.2.3. France Natural Food Color Market
- 7.2.4. Spain Natural Food Color Market
- 7.2.5. Italy Natural Food Color Market
- 7.2.6. Rest of Europe Natural Food Color Market

7.3. Asia Pacific Natural Food Color Market

- 7.3.1. China Natural Food Color Market
- 7.3.2. India Natural Food Color Market
- 7.3.3. Japan Natural Food Color Market
- 7.3.4. Australia Natural Food Color Market
- 7.3.5. South Korea Natural Food Color Market
- 7.3.6. Rest of Asia Pacific Natural Food Color Market

7.4. Latin America Natural Food Color Market

- 7.4.1. Brazil Natural Food Color Market

- 7.4.2. Mexico Natural Food Color Market
- 7.4.3. Rest of Latin America Natural Food Color Market
- 7.5. Middle East & Africa Natural Food Color Market
  - 7.5.1. Saudi Arabia Natural Food Color Market
  - 7.5.2. South Africa Natural Food Color Market
  - 7.5.3. Rest of Middle East & Africa Natural Food Color Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Chr. Hansen Holding A/S
  - 8.1.2. Naturex S.A.
  - 8.1.3. Givaudan (DDW, The Color House)
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Chr. Hansen Holding A/S
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Market Strategies
  - 8.3.2. Naturex S.A.
  - 8.3.3. Givaudan (DDW, The Color House)
  - 8.3.4. Sensient Technologies Corporation
  - 8.3.5. GNT Group B.V.
  - 8.3.6. San Ei Gen F.F.I., Inc.
  - 8.3.7. D?HLER GmbH
  - 8.3.8. Kalsec Inc.
  - 8.3.9. FMC Corporation
  - 8.3.10. Kemin Industries, Inc.
  - 8.3.11. Roha Dychem Pvt. Ltd.
  - 8.3.12. Allied Biotech Corporation
  - 8.3.13. Archer Daniels Midland Company (ADM)
  - 8.3.14. Lycored Ltd.
  - 8.3.15. EXBERRY

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process

- 9.1.1. Data Mining
- 9.1.2. Analysis
- 9.1.3. Market Estimation
- 9.1.4. Validation
- 9.1.5. Publishing
- 9.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Natural Food Color Market, report scope

TABLE 2. Global Natural Food Color Market estimates & forecasts by Region  
2022–2032 (USD Million)

TABLE 3. Global Natural Food Color Market estimates & forecasts by Ingredient  
2022–2032 (USD Million)

TABLE 4. Global Natural Food Color Market estimates & forecasts by Application  
2022–2032 (USD Million)

TABLE 5. Global Natural Food Color Market by segment, estimates & forecasts,  
2022–2032 (USD Million)

TABLE 6. Global Natural Food Color Market by region, estimates & forecasts,  
2022–2032 (USD Million)

TABLE 7. U.S. Natural Food Color Market estimates & forecasts, 2022–2032 (USD  
Million)

TABLE 8. Canada Natural Food Color Market estimates & forecasts, 2022–2032 (USD  
Million)

TABLE 9. UK Natural Food Color Market estimates & forecasts, 2022–2032 (USD  
Million)

TABLE 10. Germany Natural Food Color Market estimates & forecasts, 2022–2032  
(USD Million)

TABLE 11. China Natural Food Color Market estimates & forecasts, 2022–2032 (USD  
Million)

TABLE 12. Japan Natural Food Color Market estimates & forecasts, 2022–2032 (USD  
Million)

TABLE 13. Brazil Natural Food Color Market estimates & forecasts, 2022–2032 (USD  
Million)

TABLE 14. Mexico Natural Food Color Market estimates & forecasts, 2022–2032 (USD  
Million)

TABLE 15. Rest of Europe Natural Food Color Market estimates & forecasts,  
2022–2032 (USD Million)

TABLE 16. Rest of Asia Pacific Natural Food Color Market estimates & forecasts,  
2022–2032 (USD Million)

TABLE 17. Rest of Latin America Natural Food Color Market estimates & forecasts,  
2022–2032 (USD Million)

TABLE 18. Rest of Middle East & Africa Natural Food Color Market estimates &  
forecasts, 2022–2032 (USD Million)

TABLE 19. Ingredient–Application cross analysis, 2022 & 2032 (USD Million)

TABLE 20. Global Natural Food Color Market, competitive landscape (2023)

## I would like to order

Product name: Global Natural Food Color Market Size study, by Ingredient (Beta-carotene, Blue Spirulina, Carmine, Lycopene), by Application (Bakery & Confectionery, Beverages), and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G3FD5BB7108BEN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G3FD5BB7108BEN.html>