

Global Food Additives Market Outlook to 2027

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Abstracts

Food additives are used to enhance color, taste, texture, to maintain freshness and nutritional content. According to BlueQuark Research & Consulting, the global Food additives market is expected to witness considerable growth throughout the forecast. The global food additives market is driven by the growing urbanization, need for food preservation, hectic lifestyles, rising health concerns, and increasing consumption of premium food products. The rising demand from the Bakery & Confectionary food segment on account to maintain the nutritive value of the food and making food last longer is likely to contribute to the growth of the market. The development and increasing preference for nature-based additives have created opportunities for the new manufacturers to produce the nature-based food additives to meet the demand for food additives and provide a substantial growth opportunity in the forecast period.

As foods are processed for conversion into a variety of different products, it requires a large number of additives. In recent years more than 3000 different additives are added to foods to produce the desired effect. Growing demand for the extended shelf life of multiple food products has significantly increased the demand for food additives. Moreover, an increase in the consumption of convenience and packed food and beverages has further pushed the market growth. Further, the use of preservatives to prevent spoilage of food and to increase shelf life has tremendously increased in the past decade. Food preservatives are expected to be the dominant market shareholder as it reduces food cost and waste.

As the developing economies of the world including China, Brazil, and India become wealthier, their eating habits are also changing. The people in these nations are leaning towards packaged food. The size of the global processed food market is more than USD 3 trillion and nearly 80% of agricultural products in developed countries get processed and packaged. In developing countries such as India, the packaged processed food industry is estimated to be around USD 11 billion by the end of 2020

and according to the Indian Institute of Packaging, the packaged food sector is growing at the rate of around 14%. With changing demographics there is an increase in the population of emerging cities together with changes in the lifestyle and food habits of consumers. According to The World Bank data in 2019, 55.7% of the total population was urban, this has led to a shift from traditional food to the adaption of packaged food. Increasing urbanization has increased the number of nuclear families and rise in the percentage of working women which has increased the consumption and reliance on easy to prepare or ready to make food. For instance, in the European Union (EU), almost half of the women were employed in 2018. Increasing globalization has increased the experimentation with new cuisines among the urban population as they become more aware of products globally. Moreover, the increase in demand for a variety of ingredients and beverages to satisfy the growing customer demand has dramatically changed the demographic for packaged food and beverages. In addition to this, advertisements on television and social media by the manufactures of the packaged foods and beverages are making the consumers aware of the new product launches along with their USP. Along with raising awareness, easy accessibility is boosting the consumption of packaged food and beverages. The rise in health consciousness and self-management of wellness has increased the consumption of healthy packaged foods due to their promised health benefits or the use of natural ingredients. Developing countries such as India have the largest population of young people in the world with around half of the total population under the age of 25 which is becoming highly health-conscious and aware of advancements in packaged food and industry. Furthermore, the high trust of consumers in the mentioned additives of branded packaged foods and beverages along with strict quality assurance by the food manufacturers is increasing the consumption of packaged foods and beverages.

In recent years the development of nano encapsulated food additives and their utilization in enhancing the safety and nutritional status of food matrices have transfigured the food sector. Manipulating food additives at the nanometer level affect the bioavailability and nutritional value of food on the basis of the functions of the additives and this strategy is expected to enhance the major health-promoting compounds. The global market impact of nanotechnology is expected to be more than USD 1 trillion. Further, the continuous research on food nanostructures and nanoparticles in consumer foods is undergoing to see the expanding result of nanotechnology in food additives.

The global Food Additives Market is segmented on the basis of type and source. The type segment is further segmented as Preservatives, Sweetener, Emulsifier, Anti-Caking Agents, Enzymes, Food Flavors & Enhancers, Food Colorants, Acidulants, and

Others. In terms of type, Preservatives are majorly used in food and beverages to prevent decomposition and microbial growth. Preservatives are also added to avoid undesirable chemical changes. Preservatives basically include antimicrobials, antioxidants, and antibrowning agents and are used in multiple packaged foods and beverages such as juices, baked goods, meats, snacks, and cereals among others. Food preservatives are classified into two groups Class I and Class II. Class I includes natural preservatives such as sugar and salt. Class II preservatives are manufactured chemicals like benzoate and sorbates. Food preservatives are extensively produced on an industrial scale worldwide. North America accounts for the majority of the global production and consumption, followed by Europe and the Asia Pacific. Food preservatives are the focus of a number of regulatory policies by the national government regarding health risks & benefits and appropriate restrictions are enforced in various countries to regulate preservative usage in eatables. For instance, the Food Safety and Standards Authority of India (FSSAI) has laid down several regulations for use of additives in various food groups to ensure the acceptable daily intake is not exceeded.

Based on geography, the global Food Additives Market is segmented into Asia Pacific, North America, South America, Europe, and Middle East & Africa. The Asia Pacific is expected to grow at the fastest rate during the forecast period owing to the growing demand for convenience & packed food and beverages in the region.

In 2019, the major region for the global food additive market was found to be North America. Although the ongoing Covid-19 pandemic has shrunk the GDP of the United States by five percentage points in the second quarter of 2020, but the market for food additives has shown growth at a steady pace. Growing health consciousness among the general population has also led to an increase in the use of food additives by food companies to enhance the nutritional quality of food. Such fortification and enrichment have helped reduce malnutrition in the country. Further, Increased consumption of packaged food and beverages in the region due to multiple reasons such as health, convenience, and high disposable income has boosted the market for food additives. Multiple companies in the region have large production capacities to meet the growing domestic consumer demand. For instance, The Chemical Company produces 139,000 tonnes of benzoic acid per year in their US production facilities for local consumption. The United States is the largest consumer and importer of preservatives and sweeteners together with other food additives. Moreover, US packaged food companies' retail sales have grown by more than 20% in the second quarter of 2020 due to a massive shift in eating patterns among consumers due to quarantine measures and social distancing practices. Due to the ongoing coronavirus pandemic, 80% of the

consumer spending in the country is on food. The food and beverage sales in the country are up by approximately 50% in the first and second quarters of 2020. The U.S. Food and Drug Administration (FDA) regulates the use of food additives like preservatives, colors, sweeteners, fat replacers, emulsifiers, and other food ingredients added to food to maintain or improve safety, freshness, nutritional value, taste, texture, and appearance. FDA maintains a list of over 3000 ingredients in its database. In recent years food landscape has changed consumer demand towards preservative-free food and the general population is navigating the flow of new food technologies. There are ongoing debates among food scientists, industry groups, and health care professionals in the region over the safety of food additives and their impact on health. For instance, the American Academy of Pediatrics recently called for regulatory changes due to potential adverse effects on child development from food additives. These kinds of potential barriers are expected to be hinder market growth in the near future.

The global market for food additives is fragmented. The major players in the market include Ajinomoto Co. Inc., Cargill Incorporated, Archer Daniels Midland Company, BASF SE, and Fine Organic Industries among others.

In March 2020, Cargill and BASF entered a distribution collaboration to bring enzyme solutions to MEA (Middle East and Africa) region. According to the collaboration, Cargill will be the strategic marketing and sales channel partner of BASF's animal feed enzymes.

On 26th Sep 2019, BASF acquires Isobionics, an innovation leader in biotechnology that is serving the global market for flavors and fragrances (F&F), and through a cooperation agreement with Conagen, a leader in biotechnology research, BASF enters the market for F&F ingredients.

In July 2020, PLT Health Solutions announced that mushroom-based vitamin D ingredient has received the approval of a food additive petition from the U.S. Food & Drug Administration. It allows the ingredients to be added at specific levels to a wide range of food and beverages including breakfast cereals, baked goods, juices, and meal replacements.

Our Global Food Additives Market report provides deep insight into the current and future state of the Food Additives Market across various regions. The study comprehensively analyzes the Food Additives Market by segments based on type (Preservatives, Sweeteners, Emulsifiers, Anti-Caking Agents, Enzymes, Food Flavors & Enhancers, Food Colorants, Acidulants, and Others), by source (Synthetic and Natural),

and by Geography (Asia Pacific, North America, Europe, South America, and Middle-East and Africa). The report examines the market drivers and restraints, along with the impact of Covid-19 are influencing the market growth in detail. The study covers & includes emerging market trends, market developments, market growth opportunities, market analysis, market dynamics, market estimate, food additives market size, and challenges in the industry. This report also covers extensively researched competitive landscape sections with profiles of major companies including their market share and projects.

Contents

1. Executive Summary

2. Research Scope and Methodology

- 2.1 Aim & Objective of the study
- 2.2 Market Definition
- 2.3 Study Information
- 2.4 General Study Assumptions
- 2.5 Research Phases

3. Market Analysis

- 3.1 Introduction
- 3.2 Market Dynamics
 - 3.2.1 Drivers
 - 3.2.2 Restraints
- 3.3 Market Trends & Developments
- 3.4 Market Opportunities
- 3.5 Feedstock Analysis
- 3.6 Regulatory Policies
- 3.7 Analysis of Covid-19 Impact

4. Industry Analysis

- 4.1 Supply Chain Analysis
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Competition in the Industry
 - 4.2.2 Potential of New Entrants into the Industry
 - 4.2.3 Bargaining Power of Suppliers
 - 4.2.4 Bargaining Power of Consumers
 - 4.2.5 Threat of substitute products

5. Market Segmentation & Forecast

- 5.1 By Type
 - 5.1.1 Preservatives
 - 5.1.2 Sweeteners
 - 5.1.3 Emulsifiers
 - 5.1.4 Anti-Caking Agents

- 5.1.5 Enzymes
- 5.1.6 Food Flavors
& Enhancers
- 5.1.7 Food Colorants
- 5.1.8 Acidulants
- 5.1.9 Others
- 5.2 By Source
 - 5.2.1 Synthetic
 - 5.2.2 Natural

Regional Market Analysis

- 6.1 North America
 - 6.1.1 United States
 - 6.1.2 Canada
 - 6.1.3 Mexico
- 6.2 Europe
 - 6.2.1 United Kingdom
 - 6.2.2 Germany
 - 6.2.3 Italy
 - 6.2.4 France
 - 6.2.5 Spain
 - 6.2.6 Rest of Europe
- 6.3 Asia-Pacific
 - 6.3.1 China
 - 6.3.2 India
 - 6.3.3 Japan
 - 6.3.4 South Korea
 - 6.3.5 ASEAN Countries
 - 6.3.6 Rest of Asia-Pacific
- 6.4 South America
 - 6.4.1 Brazil
 - 6.4.2 Argentina
 - 6.4.3 Rest of South America
- 6.5 Middle East & Africa
 - 6.5.1 South Africa
 - 6.5.2 Saudi Arabia
 - 6.5.3 Rest of Middle East & Africa

Company Profiles

omoto Co., Inc.
er Daniels Midland Company
ociated British Food
F SE
gill, Incorporated
bion NV
isco
tman Chemical Company
Organic Industries
raudan
rmes Sweeteners Ltd.
rry Group
vozymes A/S
yal DSM N.V.
LEND A Sucralose
te & Lyle Plc.
companies is
ustive

Competitive Landscape

of Notable Players in the Market
A, JV, and Agreements
Market Share Analysis
Strategies of Key Players

Conclusions and Recommendations

List Of Tables

LIST OF TABLES

Global Food Additives Market, in USD Million, 2016-2026
Global Food Additives Market, Opportunities, 2016-2026
Global Food Additives Market, Feedstock Analysis, 2018
Preservatives - Global Food Additives Market, in USD Million, 2016-2026
Sweeteners - Global Food Additives Market, in USD Million, 2016-2026
Emulsifiers - Global Food Additives Market, in USD Million, 2016-2026
Anti-Caking Agents - Global Food Additives Market, in USD Million, 2016-2026
Enzymes - Global Food Additives Market, in USD Million, 2016-2026
Food Flavors & Enhancers - Global Food Additives Market, in USD Million, 2016-2026
Food Colorants - Global Food Additives Market, in USD Million, 2016-2026
Other Supporting Charts
Acidulants - Global Food Additives Market, in USD Million, 2016-2026
Synthetic - Global Food Additives Market, in USD Million, 2016-2026
Global Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
North America Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
United States Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
Canada Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
Mexico Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
Europe Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
United Kingdom Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
Germany Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
Italy Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
France Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026
Russia Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Nordic Countries Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Rest of Europe Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

South America Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Brazil Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Argentina Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Rest of South America Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Asia-Pacific Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

China Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

India Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Japan Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

South Korea Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

ASEAN Countries Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Rest of Asia-Pacific Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Midde East & Africa Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Saudi Arabia Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

South Africa Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Rest of Middle-East & Africa Food Additives Market Size, Market Growth & Market Forecast Revenue(in USD million), 2016-2026

Food Additives - Market Share of Key Companies in 2019

Restaurant Industry growth data, 2013-2019

Global Food & Beverages Industry growth data, 2013-2019

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