

Global Food Colors Market: Trends & Opportunities (2012-2017)

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Abstracts

Scope of the Report

The report titled “Global Food Colors Market: Trends & Opportunities (2012-2017)” provides an in-depth analysis of the global food colors market with a comprehensive coverage of the demand of different food colorants across the globe in value terms. The key market challenges recognized by the analysts and the major trends of the colorants market are presented in the report. The report also includes the competitive landscape of the leading players of global food colorants market with respect to their key developments, manufacturing locations and business strategies.

Company Coverage

Naturex

Sensient Technologies Corporation

WILD Flavors

LycoRed Ltd.

D.D. Williamson

Sethness Products Company

Chr. Hansen

Executive Summary

Being a part of the Global Food and Beverage Industry, food colors market has huge potential to grow in the emerging and developing economies such as India and China to name a few, chiefly because of the growing population. Global food colors market persevered to grow even at the time of recession though the pace at which the market was growing slowed down.

Apart from providing uniformity to the finished product, colors tempt consumers by adding more onto the products visual appeal. With growing awareness, the ill-effects of consuming synthetic or artificial food colors is more pronounced and as a result, consumers have started switching to natural food colors. This trend is more visible in developed countries such as Europe where consumption of natural food colors is high despite the fact that natural food colors are more expensive than synthetic colors.

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