

Global Clean Label Ingredients Market 2024

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Abstracts

The clean label ingredients market encompasses various applications in the food and beverage industry, including bakery and confectionery, snacks, frozen foods, and more. By providing transparent information about their products, manufacturers and brands can establish trust with consumers and enhance their market position. This focus on transparency not only meets consumer demands but also has the potential to significantly increase market share for brands that prioritize it.

Clean label ingredients have widespread implications across the food and beverage industry. They are extensively used in the production of bakery and confectionery items, dairy products, snacks, and frozen foods, among others. The beverage segment of the clean label ingredients market, for example, was valued at USD 8.9 billion in 2023 and is projected to reach USD 14.1 billion by 2029, with a CAGR of 6.7% during the forecast period. Transparency and naturalness are essential attributes in the beverage industry. For instance, a well-known beverage brand recently introduced a range of dairy-free beverages with the tagline "just three ingredients" prominently displayed on the product label. Consumers are increasingly adopting a holistic approach to a healthy lifestyle, driving the demand for snacks and other food and beverage products made with recognizable ingredients. These products typically feature short and easily understandable product labels, containing ingredients that customers are familiar with.

In the baking industry, the clean label trend is gaining momentum, largely driven by consumers seeking alternative ways to enjoy baked goods. One of the key approaches to clean labeled baking staples involves the use of naturally occurring enzymes, each possessing unique functionalities in dough-based systems. The baking staples segment of the clean label ingredients market was valued at USD 13.9 billion in 2023 and is expected to reach USD 22.8 billion by 2029, with a CAGR of 7.3% during the forecast period.

The Asia-Pacific region, with a market estimated at USD 8.2 billion in 2023, is poised for significant growth in the clean label ingredients market. Factors such as a rising population, increasing disposable incomes, and rapid urbanization have led to substantial shifts in consumption patterns in this region. As a result, clean label ingredients providers have abundant opportunities in the Asia-Pacific market. With growing concerns about food safety and increased consumer awareness regarding health issues associated with artificial additives in food products, the demand for clean label food products is rising steadily among consumers.

Additionally, North America has witnessed a high utilization of organic ingredients due to increased demand from the food and beverage industry. In this developed market, consumers prioritize healthy food consumption, irrespective of the brand, and are even willing to pay higher prices for natural and organic food and beverages. Consequently, many food ingredient providers in North America are intensifying their research and development efforts to develop processing and manufacturing techniques that incorporate high-value clean label ingredients. North America has made significant advancements in the use of clean labels in various processed food and beverage products.

This comprehensive industry report provides market estimates and forecasts, accompanied by a detailed examination of the ingredient type, application, and region aspects. It delivers a quantitative analysis of the market, empowering stakeholders to leverage existing market opportunities. Furthermore, the report identifies key segments for potential opportunities and strategies, drawing insights from market trends and the approaches of leading competitors.

The global baby bottle market has been extensively analyzed by categorizing it according to various sub-segments in order to provide accurate forecasts of industry size and assess trends within specific areas.

The global market for clean label ingredients can be segmented by ingredient type: baking staples, emulsifiers, starch & sweeteners, food colors & flavors, others. Baking staples held the highest share in the global clean label ingredients market. However, the starch & sweeteners segment is forecast to register the highest CAGR during the forecast period 2024-2030.

Clean label ingredients market is further segmented by application: bakery & confectionery, dairy product, snacks, frozen food, beverages, others. Beverages held the highest share in the global clean label ingredients market. However, the frozen food

segment is forecast to register the highest CAGR during the forecast period 2024-2030.

Based on region, the clean label ingredients market is segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Asia-Pacific held the largest share in the global clean label ingredients market, accounting for 33.4% of the market in 2023. Moreover, the region is anticipated to grow at the highest CAGR in the coming years.

The report also provides a detailed analysis of several leading clean label ingredients market vendors that include Ingredion Incorporated, Sensient Technologies Corporation, Kerry Group plc, Tate & Lyle plc, Bristle Group, DuPont de Nemours, Inc., Cargill, Incorporated, Archer-Daniels Midland Company, Corbion Inc., Givaudan SA, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Why Choose This Report

Gain a reliable outlook of the global clean label ingredients market forecasts from 2024 to 2030 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

Market Segments Covered in Global Clean Label Ingredients Industry Analysis:

i.) Ingredient type

Baking staples

Emulsifiers

Starch & sweeteners

Food colors & flavors

Others

ii.) Application

Bakery & confectionery

Dairy product

Snacks

Frozen food

Beverages

Others

iii.) Region

North America

Europe

Asia-Pacific

MEA (Middle East and Africa)

Latin America

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