

# Global Natural Food Colors Market 2023

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## Abstracts

### Description

Natural food colors are commonly incorporated ingredients that enhance food products' visual appeal, a primary factor influencing consumer purchasing decisions. Vivid, attractive colors signal higher perceived value and instigate selection. Current projections from extensive market analyses anticipate the worldwide natural food colors industry expanding approximately \$0.8 billion through 2029. This correlates with a projected compound annual growth rate nearing 7%.

This positive momentum emerges from shifting consumer priorities favoring natural formulations free from potential adverse health impacts. Heightened awareness circulates globally regarding synthetic dyes' documented deleterious effects from absorption and allergen content.

At the same time, governments institute more stringent regulations restricting synthetic colorant approvals and loadings to safeguard public wellness. These macroeconomic forces compel the value chain toward clean label solutions natural hues offer.

Individual perspectives now emphasize preventative lifestyle management focusing on nutrition's role achieving vibrant well-being. Natural food colors feature antioxidant profiles conveying health benefits beyond strictly visual appeals. Their inclusion synergizes providing supplemental vitamins and minerals enhancing dietary profiles.

Subsequently, the natural segment succeeds outcompeting synthetics based on these substantiated advantages. Manufacturers accordingly research and develop optimized formulations attaining requisite intensity within ingredient declarations void of common irritants.

## Market Segmentation

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.

- Ingredient type: annatto, anthocyanin, betalains, blue spirulina, caramel, carmine, carotenoids, copper chlorophyllin, curcumin, lycopene, paprika, riboflavin, others
- Application: bakery and confectionery, beverages, dairy and frozen products, fruits and vegetables, meat alternatives/plant-based meat, meat products, oils and fats, sauces, dressings and condiments, others
- Region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The global natural food colors market can be segmented based on the type of coloring ingredient employed. These include annatto, anthocyanins, betalains, blue spirulina, caramel, carmine, carotenoids, copper chlorophyllin, curcumin, lycopene, paprika, and riboflavin among others.

Of these, carotenoids commanded the leading market share in 2022 and are anticipated to retain this position over the forecast period. Carotenoids are photosynthetic plant pigments naturally imparting a range of hues from yellow through deep orange. Their primary sources include carrots, palm, and paprika.

Carotenoids find widespread application improving the visual appeal of various products. They are extensively utilized in applications such as coloring cheeses, butters, soups, meats, sausages and more. Foods naturally rich in carotenoids include carrots, sweet potatoes, pumpkin, and papaya. In particular, the dairy industry, confectionaries, fruit jams/jellies, ice cream, beverages and snacks extensively leverage carotenoids' colorizing properties. Their incorporation helps enhance the aesthetic profile of breakfast cereals as well.

The global natural food colors market can also be analyzed according to application area. These include bakery and confectionery, beverages, dairy/frozen goods, fruits and

vegetables, meat alternatives, meat products, oils/fats, sauces/dressings and others.

A salient segment exhibiting robust growth involves beverages. Extensive processing commonly leads to significant loss of pigmentation, compromising visual appeal vital to purchasing selection. Accordingly, natural colors such as carotenoids and anthocyanins play a pivotal role redressing this issue.

Consumer choices increasingly center on drinks presented attractively through formulation optimized for shades enhancing purchase motivation. Manufacturers recognize this reality and invest extensively researching suitable natural alternatives restoring vibrancy. For example, color-changing cooled coffee products leverage butterfly pea flower extract imparting vivid blue/violet hues reacting to acidic compounds. Regulations now permit beer colorants strictly plant-derived like fruit/vegetable concentrates or flower extracts obtained non-selectively.

Based on region, the natural food colors market is segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Currently, Europe holds the leading share while Asia Pacific is projected to register the fastest growth over the forecast period.

As of 2022, Europe occupied the dominant position owing to stringent regulations and demand for natural, clean label ingredients from health-conscious consumers. However, the Asia Pacific arena is primed to surpass others in expansion pace. This growth trajectory corresponds to unprecedented development across the critical food and beverage industry throughout Asia Pacific. Population spikes throughout the area concurrently occur alongside evolving dietary preferences accommodating Western influence and convenience. Simultaneously, middle classes continue expanding proportionally to overall prosperity enabled by industrialization. Individual spending power reaches new highs freeing discretionary funds toward quality of life enhancements like nutritious sustenance.

Manufacturers recognize this momentum and invest heavily optimizing regional supply chains through localized production catering precisely to unique social and cultural attributes. Regulators provide supportive frameworks incentivizing innovation supplying burgeoning market needs sustainably.

## Major Companies and Competitive Landscape

The global natural food colors market report offers detailed information on several

market vendors, including Allied Biotech Corporation, AromataGroup SRL, BASF SE, Dohler GmbH, Givaudan S.A. (Naturex S.A.), IFC Solutions Inc., Ingredion Incorporated, Innovation Colour Technology S.L., International Flavors & Fragrances Inc. , Kalsec Inc., Koninklijke DSM N.V., Mane Kancor Ingredients Private Limited, ROHA Dyechem Pvt. Ltd., Roquette Freres SA, San-Ei Gen F.F.I., Inc., Sensient Technologies Corporation, Spring TopCo DK ApS (Oterra A/S), The Archer-Daniels-Midland Company, Vivify Company, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

### Scope of the Report

To analyze and forecast the market size of the global natural food colors market.

To classify and forecast the global natural food colors market based on Ingredient type, application, region.

To identify drivers and challenges for the global natural food colors market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global natural food colors market.

To identify and analyze the profile of leading players operating in the global natural food colors market.

### Why Choose This Report

Gain a reliable outlook of the global natural food colors market forecasts from 2023 to 2029 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.

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