

Clean-label Ingredients Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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Abstracts

The Global Clean-Label Ingredients Market reached USD 53.2 billion in 2024 and is projected to grow at a CAGR of 6.4% from 2025 to 2034. Clean-label ingredients are natural, minimally processed, and free from artificial additives, colorants, and preservatives. These ingredients are gaining traction as they cater to the growing consumer demand for transparency and healthier food choices.

The market expansion is driven by a shift in consumer preferences toward transparent and recognizable ingredients. With increasing health awareness, people are actively seeking products that exclude artificial components. This trend is prompting the food and beverage industry to reformulate offerings to align with clean-label standards, focusing on building trust and meeting consumer expectations for clear and honest labeling.

The rise in plant-based and organic foods further fuels market growth. These products resonate with consumers prioritizing health and environmental sustainability. As plant-based diets gain popularity, manufacturers of vegan, organic, and minimally processed foods are incorporating clean-label practices to align with evolving consumer values.

In terms of product type, the market includes categories such as starch and sweeteners, natural flavors, flours, natural colors, malt, fruit and vegetable ingredients, and others. Among these, the fruit and vegetable ingredients segment led the market in 2024, valued at USD 12.9 billion. This category encompasses purees, concentrates, and extracts derived from fruits and vegetables, addressing consumer demand for nutrient-rich products. Natural flavors are another significant segment, providing authentic taste profiles derived from sources like fruits, herbs, and spices.

Clean-label ingredients are available in powdered and liquid forms, with the powdered segment holding a dominant market share of 54.1% in 2024. Powders are favored for their ease of handling, extended shelf life, and versatility in applications such as baking, confectionery, dry mixes, and beverages. They enable precise dosing and are highly preferred by manufacturers for consistent results.

U.S. clean-label ingredients market reached USD 15.5 billion in 2024, driven by growing consumer awareness of the risks associated with artificial additives. The preference for natural, healthier alternatives has significantly influenced purchasing decisions, prompting manufacturers to adapt their product formulations. This trend spans across the food, beverage, and personal care industries, solidifying clean-label ingredients as a crucial factor in meeting consumer demand and driving market growth.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 The rising consumer preference for clean-label products
 - 3.6.1.2 Expanding food & beverage industry
 - 3.6.1.3 Expansion of plant-based and organic food products requiring clean-label ingredients
 - 3.6.2 Industry pitfalls & challenges

3.6.2.1 High cost of clean label ingredients

3.6.2.2 Challenges in maintaining taste, texture, and shelf life without artificial preservatives

3.7 Growth potential analysis

3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

CHAPTER 5 MARKET SIZE AND FORECAST, BY TYPE, 2021-2034 (USD BILLION, KILO TONS)

5.1 Key trends

5.2 Natural colors

5.3 Natural flavors

5.4 Fruit and vegetable ingredients

5.5 Starch and sweeteners

5.6 Flours

5.7 Malt

5.8 Others

CHAPTER 6 MARKET SIZE AND FORECAST, BY FORM, 2021-2034 (USD BILLION, KILO TONS)

6.1 Key trends

6.2 Powder

6.3 Liquid

CHAPTER 7 MARKET SIZE AND FORECAST, BY APPLICATION, 2021-2034 (USD BILLION, KILO TONS)

7.1 Key trends

7.2 Beverages

7.3 Bakery & confectionery

- 7.4 Dairy & frozen desserts
- 7.5 Snacks & convenience foods
- 7.6 Others

CHAPTER 8 MARKET SIZE AND FORECAST, BY REGION, 2021-2034 (USD BILLION, KILO TONS)

- 8.1 Key trends
- 8.2 North America
 - 8.2.1 U.S.
 - 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 UK
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 Italy
 - 8.3.5 Spain
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 India
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 Australia
- 8.5 Latin America
 - 8.5.1 Brazil
 - 8.5.2 Mexico
- 8.6 MEA
 - 8.6.1 South Africa
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

- 9.1 Archer Daniel Midland Company
- 9.2 Brisan Group
- 9.3 Cargill
- 9.4 Chr. Hansen A/S
- 9.5 Corbion

9.6 DSM-Firmenich

9.7 Exberry

9.8 Ingredion

9.9 Kerry Group PLC

9.10 Limagrain Ingredients

9.11 Sensient Technologies

9.12 Tate & Lyle PLC

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