

# **Food Preservatives Market Size, Share & Trends Analysis Report By Label (Clean Label, Conventional), By Type (Natural, Synthetic), By Function (Anti-microbial, Anti-oxidant), By Application, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Food Preservatives Market Growth & Trends**

The global food preservatives market size is expected to reach USD 4.16 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 4.6% from 2022 to 2030. The fast-paced working lifestyle of consumers in North America and the Asia Pacific has been instrumental in driving the demand for ready-to-eat products. Consequently, the use of food preservatives is expected to grow owing to benefits provided by them, such as the prevention of food spoilage and an increase in shelf life.

Food preservation is a traditional method used to store and keep food safe for longer periods. Over time, the method has evolved from the usage of culinary salt and sugar to chemical types. Globalization has led to the increased demand for synthetic types. The usage of preservatives in various application sectors including processed meat, bakery, and dairy is expected to substantially fuel the market growth during the forecast period.

Food preservatives are categorized into two types, namely natural and synthetic. Rosemary extracts, vinegar, and natamycin are natural types, whereas propionates, benzoates, and sorbates are included in the synthetic type, which is the most preferred one. Factors such as adverse effects associated with synthetic food preservatives and

increasing health consciousness among consumers are anticipated to drive the demand for natural variants.

The COVID-19 pandemic placed increased importance on packaged food that is deemed uncontaminated and is expected to witness further growth. Bakery products witnessed significant growth during the pandemic period, resulting in the increased utilization of preservatives used in baked goods. With the current and future possible emergence of new strains of the coronavirus, stakeholder scrutiny has increased, which is expected to drive the market for food preservatives.

### Food Preservatives Market Report Highlights

Asia Pacific is expected to register the fastest CAGR of 6.3% from 2022 to 2030. It is primarily driven by factors such as increasing population, consumer willingness to pay premium prices for organic products, and preferences for ready-to-eat foods due to convenience

On the basis of function, anti-microbial preservatives are expected to expand at the highest CAGR of 4.9% during the forecast period. This can be attributed to the surging demand for anti-microbial agents in the processed meat and beverage industries

In the natural type segment, rosemary extracts are expected to expand at the highest CAGR during the forecast period. Rosemary extracts are a part of clean label preservatives and are being extensively used due to the consumer preference for natural preservative ingredients

The U.S. market size was valued at USD 668.0 million in 2021. It is characterized by a shift among manufacturers from synthetic to natural and organic preservatives

Some of the major strategies adopted by the major players in the industry are product innovation, most notably in the natural preservatives industry space, and capacity expansion through mergers and collaborations

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