

Chicken Flavor Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global chicken flavor market size reached US\$ 680.6 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 870.1 Million by 2028, exhibiting a growth rate (CAGR) of 3.98% during 2023-2028.

A chicken flavor is a form of yeast extract flavoring that gives the taste of the chicken. It is manufactured using real chicken broth and has a low sodium content. It is commonly added to food items to intensify and improve the sensation of odor, taste, aroma, and texture. The chicken flavor is widely used in sauces, frozen meals, gravies, broths, soups, and stews. It is incorporated into food products to offer a unique flavor and imitate the texture and taste of meat. Currently, it is available in powder and liquid forms and is extensively found in various hypermarkets, supermarkets, and online retailers.

Chicken Flavor Market Trends:

Significant growth in the food and beverage (F&B) industry and the rising demand for meat-flavored food products across the globe are creating a positive outlook for the market. Additionally, the widespread adoption of chicken flavor for shortcut cooking among individuals preoccupied with employment and education is favoring the market growth. In line with this, the launch of frozen and ready-to-eat (RTE) chicken-flavored items due to hectic schedules and busy lifestyles is acting as another growth-inducing factor. Apart from this, the introduction of chicken-flavored protein powder and supplements due to the rising health-conscious population is providing an impetus to the market growth. Moreover, manufacturers are focusing on developing natural chicken flavor that is minimally processed, does not contain synthetic components, and assists

in reducing the harmful effects of chemical additives on the body is facilitating the market growth. Furthermore, the widespread adoption of sustainable technology to manufacture liquid-based chicken-flavored products is positively influencing the market growth. Other factors, including the increasing demand for clean-label food products with natural flavors, widespread product adoption in fast food joints and cafes, extensive research and development (R&D) activities, and the rising expenditure capacities of consumers, are supporting the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global chicken flavor market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on form, nature, packaging, application and end user.

Breakup by Form:

Liquid

Powder

Breakup by Nature:

Organic

Conventional

Breakup by Packaging:

Bag

Bottle

Box

Jar

Can

Sachets and Pouches

Others

Breakup by Application:

Soups and Sauces

Food and Beverages

Animal Feed

Bakery Products

Confectionery Products

Others

Breakup by End User:

Business-to-Business (B2B)

Business-to-Consumer (B2C)

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being ACH Food Companies Inc. (Associated British Foods

plc), Givaudan, Hormel Foods Corporation, Kent Precision Foods Group Inc. (Kent Corporation), Kerry Group plc, Koninklijke DSM N.V., Nestl? S.A., The J.M. Smucker Company, The Kraft Heinz Company, Trailtopia LLC and Unilever plc.

Key Questions Answered in This Report:

How has the global chicken flavor market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global chicken flavor market?

What are the key regional markets?

What is the breakup of the market based on the form?

What is the breakup of the market based on the nature?

What is the breakup of the market based on the packaging?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global chicken flavor market and who are the key players?

What is the degree of competition in the industry?

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