

# **Food Authenticity Market Report by Target Testing (Meat Speciation, Country of Origin and Aging, Adulteration Test, False Labelling), Technology (Polymerase Chain Reaction Based, Liquid Chromatography-Mass Spectrometry, Isotope Method, Immunoassay Based/ELISA, and Others), Food Tested (Meat and Meat Product, Dairy and Dairy Product, Cereal, Grain, and Pulse, Processed Food, and Others), and Region 2024-2032**

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## **Abstracts**

The global food authenticity market size reached US\$ 7.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 13.4 Billion by 2032, exhibiting a growth rate (CAGR) of 6% during 2024-2032.

Food authenticity refers to testing food and beverages in laboratories to examine their quality and ensuring authenticity. It involves running validation, quality, purity level and usage preference checks for ensuring the legitimacy of label claims on the product. Some commonly used techniques include deoxyribonucleic acid (DNA) testing, chromatography, microscopy, polymerase chain reaction (PCR), immunoassay and food allergen analysis. These tests aid in detecting deliberate substitution, addition, tampering and misrepresentation of food, ingredients and packaging or false and misleading statements regarding the product for economic gain. Food authentication tests are commonly used for confectionaries, packaged foods, meat-based and dairy-based products, cereals, grains, pulses, juices, edible oils, alcohols and processed foods.

### Food Authenticity Market Trends:

The rising incidence of frauds, false labeling, certification and adulterations in food products is one of the key factors driving the growth of the market. Moreover, the increasing awareness among consumers regarding food quality is providing a thrust to the market growth. PCR-based tests are widely used to check food authenticity in meat-based food products. It is a molecular technique that uses DNA to analyze meat and other food products, providing precise results on testing. The test amplifies fragments of DNA extracted from the product samples to accurately identify the DNA of each species in the product. This enables cross-checking of the authenticity of the product and confirmation of the claims. Additionally, various technological advancements, such as the development of remote testing kits and analytical testing software, are acting as other growth-inducing factors. These solutions assist in maintaining transparent supply chains through efficient data sharing and early warning systems. Other factors, including significant growth in the food and beverage industry across the globe, along with the implementation of favorable government policies, are anticipated to drive the market toward growth.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global food authenticity market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on target testing, technology, and food tested.

### Breakup by Target Testing:

Meat Speciation

Country of Origin and Aging

Adulteration Test

False Labelling

### Breakup by Technology:

Polymerase Chain Reaction Based

Liquid Chromatography-Mass Spectrometry

Isotope Method

Immunoassay Based/ELISA

Others

Breakup by Food Tested:

Meat and Meat Product

Dairy and Dairy Product

Cereal, Grain, and Pulse

Processed Food

Others

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 ALS Limited, EMSL Analytical Inc., Eurofins Scientific

Inc., Intertek Group plc, LGC Limited, Mérieux NutriSciences, Microbac Laboratories Inc., Romer Labs Division Holding GmbH (Koninklijke DSM N.V.) and SGS SA.

#### Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the global food authenticity market?

What are the key regional markets?

What is the breakup of the market based on the target testing?

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

What is the breakup of the market based on the food tested?

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 food authenticity market and who are the key players?

What is the degree of competition in the industry?

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