

Natural Food Colors Market Report by Product (Curcumin, Carotenoids, Anthocyanins, Carmine, Caramel, Copper Chlorophyllin, and Others), Form (Liquid, Powder, Gel), Application (Processed Food, Meat and Savories, Beverages, Baked Products, and Others), and Region 2024-2032

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Abstracts

The global natural food colors market size reached US\$ 2.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.2 Billion by 2032, exhibiting a growth rate (CAGR) of 5.3% during 2024-2032.

Natural food colors are additives that are used in the food and beverages industry to enhance the color of cooked or processed food products. They are most commonly obtained from annatto, turmeric, beet juice, red cabbage, spinach and caramel. Natural food colors are free of genetically modified organisms (GMO) and allergens and consist of natural extracts, pigments and dyes. They are non-toxic and environment-friendly and form an essential additive in the manufacturing of liquids, gels, gel pastes and edible powders. Extensively utilized in both commercial and domestic cooking, they provide a decorative appeal to the food and aid in keeping it fresh for a long duration.

Natural food colors are used for preparing flavored drinks and juices as well as bakery and confectionary items. At present, the rising demand for natural food colors in the food and beverages industry is the key factor driving the growth of the market. Moreover, the increasing population across the globe has led to an increase in the demand for healthy and natural food products that contain less or no artificial colors, preservatives and additives. Additionally, increasing awareness among consumers regarding the health benefits of natural ingredients is also expected to augment the

demand of the natural food colors in the near future. Furthermore, strict governmental regulations on the trading and manufacturing of synthetic colors have stimulated the food and beverage manufacturers to adopt natural alternatives. Food security authorities are also encouraging the use of natural food colors for manufacturing toys and textiles, which is further driving the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global natural food colors market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on product, form and application.

Breakup by Product:

- Curcumin
- Carotenoids
- Anthocyanins
- Carmine
- Caramel
- Copper Chlorophyllin
- Others

Breakup by Form:

- Liquid
- Powder
- Gel

Breakup by Application:

- Processed Food
- Meat and Savories
- Beverages
- Baked Products
- Others

Breakup by Region:

- North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analyzed the competitive landscape of the market with some of the key players being Archer Daniels Midland Company, Chr. Hansen Holding A/S, Naturex SA, Sensient Technologies Corporation, FMC Corporation, Allied Biotech Corporation, DDW Inc., Kalsec Inc., and Doehler GmbH.

IMARC Group's latest report provides a deep insight into the global natural food colors market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the natural food colors market in any manner.

Key Questions Answered in This Report

1. How big is the global natural food colors market?
2. What is the expected growth rate of the global natural food colors market during 2024-2032?
3. What are the key factors driving the global natural food colors market?
4. What has been the impact of COVID-19 on the global natural food colors market?
5. What is the breakup of the global natural food colors market based on the product?
6. What is the breakup of the global natural food colors market based on the form?
7. What is the breakup of the global natural food colors market based on the application?
8. What are the key regions in the global natural food colors market?
9. Who are the key players/companies in the global natural food colors market?

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