

# Asia-Pacific Flavors (Food & Beverages) Market (2016 - 2022)

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## Abstracts

Flavor is the distinct taste of beverages and drinks. Foods such as vegetables, fruits, and grains have their natural flavors. However, to other foods, artificial flavors are being used in order to enhance its taste and fragrance. The main purpose of food flavoring is to discard undesirable odor of the products and also to increase consumer acceptance. Glutamic acid salts, Glycine salts, Guanylic acid salts, 5'-ribonucleotide salts, and Inosinic acid salts are some of the flavorings that are primarily added to the food or drinks.

There has been a prominent growth in the flavors market in the recent years owing to the increasing population and income level of the consumers. Emerging economies like China and India is contributing in the growth of flavors market owing to the increase in population count and income level of the consumers. The emerging economies have the constitute population of around 3 billion.

Growing awareness for personal care is also contributing in the growing demand of flavors market is the Asian regions. Taking care of hygiene and fitness has become regular part of population. Lifestyle and demographic changes have increased the consumers' interest towards the natural products. Now-a-days, consumers are getting more conscious about their health. Therefore, there is a keen interest among the population for the innovation of natural flavors in the food.

The market has been segmented on the basis of type, end-user, and country. Based on End-user, the market is segmented into Beverages, Dairy & Frozen Products, Bakery & Confectionery, Savory & Snacks, and Animal & Pet Food. Beverages are further segmented into Hot Drinks, Soft Drinks, and Alcohol Drinks. Dairy & Frozen Products include Dairy Products and Meat. Bakery & Confectionery is further categorized into

Bakery, Chocolate & Ice-cream, and Confectionery. Savory & Snacks is categorized into Savory and Snacks. Animal & Pet Food includes Animal Food and Pet Food. Based on Product Type, the market is segmented into Natural and Artificial flavors.

Based on country, the market is segmented into China, Japan, India, South Korea, Australia, Singapore, and Rest of Asia-Pacific..

The key players operating in the flavors market are Archer Daniels Medical Company, Kerry Group, Givaudan, Firmenich International SA, Symrise AG, Sensient Technologies Corporation, International Flavors & Fragrances Inc., and Huabao International.

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