

Global Betanin Food Color Market Growth 2026-2032

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Abstracts

The global Betanin Food Color market size is predicted to grow from US\$ 262 million in 2025 to US\$ 422 million in 2032; it is expected to grow at a CAGR of 7.1% from 2026 to 2032.

In 2025, global betanin food color production reached approximately 4,458 ton, with an average global market price of around USD 60,000 per ton. A factory gross profit of USD 18,000 per ton with 30% gross margin. A single line full machine capacity production is around 18 ton per line per year. downstream demand is concentrated in bakery, beverage, processed food and dairy. Strawberry and raspberry ice creams commonly use microencapsulated betanin to improve color stability during freezing. Betanin is a natural, water soluble red violet glycosidic pigment derived from red beetroot (*Beta vulgaris*), widely used as a safe, plant based food colorant. It belongs to the betalain class of pigments, providing vibrant, stable color in low acid foods (pH 3-7) such as dairy, confectionery, and meat.

United States market for Betanin Food Color is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Betanin Food Color is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Betanin Food Color is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Betanin Food Color players cover Archer Daniels Midland Company, Kalsec Inc., IFF, Mane, BioconColors (Madrid, Spain), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the 'Betanin Food Color Industry Forecast' looks at past sales and reviews total world Betanin Food Color sales in 2025, providing a comprehensive analysis by region and market sector of projected Betanin Food Color sales for 2026 through 2032. With Betanin Food Color sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Betanin Food Color industry.

This Insight Report provides a comprehensive analysis of the global Betanin Food Color landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Betanin Food Color portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Betanin Food Color market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Betanin Food Color and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Betanin Food Color.

This report presents a comprehensive overview, market shares, and growth opportunities of Betanin Food Color market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Powder Betanin

Liquid Betanin

Encapsulated Betanin

Paste Betanin

Others

Segmentation by Features:

- Heat Stable
- Microencapsulated Pigment
- Organic Certified Color
- High Putiry Pigment Concentrate
- Others

Segmentation by Material:

- Beetroot Extract
- Fermentation Derived Betalains
- Beet Pulp Waste Extraction
- Others

Segmentation by Application:

- Bakery and Confectionery
- Beverages
- Dairy Products
- Processed Food and Sauces
- Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Archer Daniels Midland Company

Kalsec Inc.

IFF

Mane

BioconColors (Madrid, Spain)

Chemvera

Kingherbs Limited

Sensient Technologies Corporation

Oterra A/S

LycoRed

ROHA Dyechem

FoodRGB Inc.

IFC Solutions

GNT Group

Vinayak Ingredients India Pvt. Ltd.

Symrise

Döhler GmbH

Phytolon

Nanjing Zelang Medical Technology Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Betanin Food Color market?

What factors are driving Betanin Food Color market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Betanin Food Color market opportunities vary by end market size?

How does Betanin Food Color break out by Type, by Application?

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