

# Natural Food Colorant Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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## Abstracts

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### Natural Food Colorant Market Trends and Forecast

The future of the global natural food colorant market looks promising with opportunities in the bakery & confectionery, beverage, dairy & frozen product, meat product, oil & fat, fruit & vegetable markets. The global natural food colorant market is expected to reach an estimated \$6.4 billion by 2028 with a CAGR of 6.5% from 2023 to 2028. The major drivers for this market are growing consumer demand for natural and healthy food products, and consumer are becoming more aware of the potential health risks associated with artificial food colorings.

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### Natural Food Colorant Market by Segment

The study includes a forecast for the global natural food colorant market by product, form, application, and region, as follows:

Natural Food Colorant Market by Product [Value (\$B) Shipment Analysis from 2017 to 2028]:

Carmine

Curcumin

Anthocyanins

Carotenoids

Copper Chlorophyllin

Others

Natural Food Colorant Market by Form [Value (\$B) Shipment Analysis from 2017 to 2028]:

Liquid

Powder

Gel

Emulsion

Natural Food Colorant Market by Application [Value (\$B) Shipment Analysis from 2017 to 2028]:

Bakery & Confectionery

Beverages

Dairy & Frozen Products

Meat Products

Oil & fat

Fruits & vegetables

Other

Natural Food Colorant Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

#### List of Natural Food Colorant Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies natural food colorant companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the natural food colorant companies profiled in this report include.

Archer Midland Daniels

Allied Biotech Corporation

EQT AB

DDw The Color House

Diana Food

Dohler

Aromata Group

Incoltec

GNT Group

DSM

## Natural Food Colorant Market Insights

Lucintel forecast that carotenoids will remain the largest segment over the forecast period owing to its easy availability and is used in wide range of applications in food and beverage products.

Beverages is expected to remain the largest segment due to the increasing awareness towards harmful effect of artificial additives and growing requirement for natural food colors so as to improve the energy-nutrient ratio in the beverages.

North America will remain the largest region due to the growing consumer awareness regarding diseases related to synthetic colors, such as cancer and other cardiovascular disorders and increase in regulations and laws that limits the use of synthetic dyes in the region.

## Features of the Natural Food Colorant Market

**Market Size Estimates:** Natural food colorant market size estimation in terms of value (\$B)

**Trend And Forecast Analysis:** Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

**Segmentation Analysis:** Natural food colorant market size by various segments, such as by product, form, application, and region

**Regional Analysis:** Natural food colorant market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different by product, form, application, and regions for the natural food colorant market.

**Strategic Analysis:** This includes M&A, new product development, and

competitive landscape for the natural food colorant market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

## FAQ

Q1. What is the natural food colorant market size?

Answer: The global natural food colorant market is expected to reach an estimated \$6.4 billion by 2028.

Q2. What is the growth forecast for natural food colorant market?

Answer: The global natural food colorant market is expected to grow with a CAGR of 6.5% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the natural food colorant market?

Answer: The major drivers for this market are growing consumer demand for natural and healthy food products, and consumer are becoming more aware of the potential health risks associated with artificial food colorings..

Q4. What are the major segments for natural food colorant market?

Answer: The future of the natural food colorant market looks promising with opportunities in the bakery & confectionery, beverage, dairy & frozen product, meat product, oil & fat, fruit & vegetable markets.

Q5. Who are the key natural food colorant companies?

Answer: Some of the key natural food colorant companies are as follows:

Archer Midland Daniels

Allied Biotech Corporation

EQT AB

DDw The Color House

Diana Food

Dohler

Aromata Group

Incoltec

GNT Group

DSM

Q6. Which natural food colorant segment will be the largest in future?

Answer: Lucintel forecast that carotenoids will remain the largest segment over the forecast period owing to its easy availability and is used in wide range of applications in food and beverage products.

Q7. In natural food colorant market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region due to the growing consumer awareness regarding diseases related to synthetic colors, such as cancer and other cardiovascular disorders and increase in regulations and laws that limits the use of synthetic dyes in the region..

Q8. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the natural food colorant market by product (carmine, curcumin, anthocyanins, carotenoids, copper

chlorophyllin, and others), form (liquid, powder, gel, and emulsion), application (bakery & confectionery, beverages, dairy & frozen products, meat products, oil & fat, fruits & vegetables, and other), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to natural food colorant market or related to natural food colorant companies, natural food colorant market size, natural food colorant market share, natural food colorant analysis, natural food colorant market growth, natural food colorant market research, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com) we will be glad to get back to you soon.

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