

Asia-Pacific Edible Gold Market Assessment, By Type [Leaf, Edible Gold Flakes, Crumbs, Dust], By Purity Level [Less Than 95%, 95.1%-98%, More Than 98%], By Application [Food, Drinks, Cosmetics, Others], By End-user Industry [Domestic, Commercial], By Distribution Channel [Online Retail, Specialty Food Stores, Gourmet Shops, High-end Supermarkets, Others], By Region, Opportunities, and Forecast, 2016-2030

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Abstracts

The Asia-Pacific Edible Gold Market presents a captivating panorama characterized by a fusion of tradition, opulence, and innovation. It was estimated at USD 314.2 million in 2022 and is anticipated to reach USD 568.84 million by 2030, witnessing a CAGR of 7.7% during the forecast period.

This diverse region encompasses countries with rich culinary legacies and a growing appetite for luxurious dining experiences. Edible gold, typically in the form of gold leaf, flakes, or powder, has found its place in the heart of the region's gastronomic culture.

The market is witnessing robust growth, driven by several key factors. First and foremost, the region's cultural heritage strongly emphasizes presentation and aesthetics in culinary endeavours. Edible gold adds a touch of sophistication and glamour to dishes and beverages, appealing to both local tastes and the desires of an increasingly affluent middle class.

Moreover, the rise of tourism and the booming hospitality industry in countries like

Japan, China, and Thailand have spurred the integration of edible gold into luxury dining experiences, attracting visitors from various parts of the world. This trend is especially prominent in Japan, where sushi adorned with gold leaf has become iconic.

Furthermore, a burgeoning demand for premium and artisanal products underpin the market's growth. Discerning consumers seek out unique and visually stunning creations, from gold-flecked desserts to gold-infused beverages, creating opportunities for pastry chefs, chocolatiers, and mixologists to showcase their craftsmanship.

Edible Gold Being Considered as a Symbol of Prosperity and Good Fortune

Celebrations and special occasions play a pivotal role in driving the demand for edible gold in the Asia-Pacific region. In many Asia-Pacific cultures, festivities, weddings, and auspicious events are marked by elaborate feasts and culinary extravagance. Edible gold, with its radiant appearance, symbolizes opulence and prosperity, making it a favoured ingredient for such occasions. Dishes and beverages adorned with edible gold leaf or flakes become centrepieces at celebrations, elevating the overall experience. Whether it's a traditional wedding or a festival feast, edible gold enhances the visual appeal and reinforces the significance of these special moments, sustaining its role as a culinary luxury during celebratory times. In October 2021, Fabelle Exquisite Chocolates by ITC, a prominent brand recognized for its leadership in India's luxury chocolate market, has launched a unique Heart of Gold Collection. This exceptional collection, which incorporates 24-carat pure edible gold, was unveiled through a virtual event.

International Tourists Seeking Extraordinary Culinary Experiences

Tourism and the thriving hospitality industry in the Asia-Pacific significantly contribute to the demand for edible gold. Asia-Pacific countries, such as Japan, China, Thailand, and India, are popular tourist destinations known for their diverse cuisines. Tourists seek memorable experiences, and luxury dining establishments incorporate edible gold into their offerings to cater to this demand. Visually stunning and opulent dishes featuring edible gold create a unique selling point for high-end restaurants and hotels. Tourists and discerning travellers are drawn to these establishments, leading to a steady demand for edible gold as a symbol of extravagance and a testament to the region's culinary innovation.

In May 2023, Cellato, an upscale Japanese ice cream label, achieved a Guinness World Record for crafting the world's most expensive ice cream. This extravagant dessert boasted a blend of opulent ingredients, including white truffles from Italy's Alba region,

Parmigiano Reggiano cheese, sake lees, and edible gold leaf, establishing it as an epitome of luxury and indulgence.

Growing Affluence of the Middle Class

The burgeoning middle class in the Asia-Pacific is a driving force behind the increased demand for edible gold. As incomes rise, so does the appetite for premium and unique culinary experiences. The middle-class consumers are willing to pay for opulent and visually striking creations, such as desserts, chocolates, and beverages adorned with edible gold. This expanding market segment values not just the taste but also the aesthetic appeal of their dining choices. Consequently, pastry chefs, chocolatiers, and mixologists are incorporating edible gold to cater to these preferences, making it a sought-after ingredient for indulgence among the rising middle-class population in the Asia-Pacific. In February 2021, a chef unveiled a premium steak sandwich featuring aged beef ribeye, chimichurri, chicharrones, buffalo ricotta, and king oyster mushrooms, all elegantly wrapped in 24-carat edible gold.

Impact of COVID-19

The market, like many industries, felt the impact of the COVID-19 pandemic. With lockdowns, travel restrictions, and reduced dining-out opportunities, the demand for luxury dining experiences waned temporarily. High-end restaurants and hotels faced closures or reduced capacities. This led to a slowdown in the use of edible gold in gastronomic creations, especially in the early stages of the pandemic. However, as the region adapted to the new normal, the market exhibited resilience. With an enduring fascination for opulent dining experiences, coupled with innovative culinary approaches, edible gold gradually regained its appeal. Home cooks and artisanal producers explored new applications, creating a niche market. As restrictions eased and consumer confidence returned, the market revived, reflecting the enduring allure of luxury and creativity in the culinary world.

Key Players Landscape and Outlook

The landscape of key players in the market showcases a blend of established companies and emerging artisans. Renowned brands like Noris Blattgold GmbH and Slofoodgroup continue to dominate with their range of edible gold products, catering to the discerning demand for high-quality edible gold. The outlook for the market is promising. The region's cultural affinity for opulence, burgeoning middle class, and thriving tourism ensure a steady demand. As culinary creativity evolves, edible gold

finds new applications, sustaining its appeal. With a focus on quality and sustainability, the market is poised to grow as it continues to be a symbol of culinary sophistication and innovation in the region. In May 2022, an entrepreneur hailing from India (Assam) introduced an exceptional tea named Swarna Panam, delicately crafted with 24-carat edible gold petals.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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