

Australia Food Additives Market Assessment, By Functional Utility [Preservatives, Artificial Sweeteners, Colouring Agents, Emulsifiers, Antioxidants, Stabilizers, Thickeners, Others], By Source [Natural, Synthetic], By Application [Beverages, Bakery Products, Dairy Products, Confectionery, Convenience Foods, Sauces & Dressings, Meat Products], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

Australia food additives market is projected to witness a CAGR of 5.6% during the forecast period 2023-2030. The market's value was predicted to be USD 3.6 billion in 2022 and is expected to reach USD 5.62 billion by 2030. It has emerged as a critical component of the country's dynamic food industry, reflecting evolving consumer preferences, regulatory standards, and technological advancements. As consumers increasingly seek convenient, nutritious, and appealing food options, the role of food additives has become paramount. These additives, ranging from preservatives and flavours to emulsifiers and stabilizers, play a pivotal role in enhancing the taste, texture, shelf life, and safety of a wide array of food products.

The market assessment of Australia's food additives sector reveals a landscape characterized by a delicate balance between innovation and stringent regulations. Key players in this market, including global giants and local innovators, strive to meet the growing demand for additive solutions that align with clean label trends, emphasizing natural and sustainable ingredients. Consumer awareness about the potential impact of additives on health has led to a greater emphasis on transparency, driving companies to

develop additive solutions that cater to diverse dietary needs while maintaining high-quality standards.

As consumers seek products with fewer artificial additives and greater nutritional value, companies are driven to explore natural and functional additives that elevate the nutritional profile and sensory experience of foods. Through collaboration, research, and a commitment to consumer well-being, the food additives market in Australia is poised to contribute significantly to the nation's evolving culinary landscape.

Increasing Significance of Clean Label Ingredients

Consumer preferences are bending toward more natural and transparent food options, so the demand for clean-label additives has surged. These additives, characterized by their simplicity and recognizable origins, align with the growing awareness about health and wellness. The emphasis on clean label ingredients reshapes the market dynamics, compelling food manufacturers and suppliers to innovate and reformulate products to meet these evolving demands. This trend is driving product development and influencing labelling practices and regulatory standards.

The convergence of consumer preference for cleaner and more authentic ingredients with the food additives market is setting a new trajectory for the industry, where transparency and naturalness are becoming key determinants of success. In December 2022, Oterra, the leading worldwide supplier of naturally derived colours, unveiled its latest capacity expansion, enabling an even wider spectrum of violet shades extracted from black carrots. This advancement empowered customers to attain previously unattainable hues using natural colours within various applications.

Increased Utilization in Beverage Sector

The market is undergoing a notable transformation, propelled by the heightened utilization of additives in the beverage sector. With the rising demand for innovative and enticing drink options, various additives are finding expanded roles in enhancing the flavour, appearance, and overall consumer experience of beverages. These additives improve stability, texture, and shelf life, ensuring that beverages maintain their quality from production to consumption. The increased utilization of additives in beverages drives market growth and encourages innovation, pushing the boundaries of flavour profiles and sensory enjoyment for consumers throughout Australia.

In November 2022, Tate & Lyle introduced a fresh inclusion to its collection of

sweetening solutions – ERYTESSE Erythritol. Possessing 70% of the sweetness level of sucrose and a comparable taste profile, ERYTESSE Erythritol boasted zero calorie content. This versatile addition found utility across diverse sectors such as beverages, dairy, bakery, and confectionery, offering a delightful choice for manufacturers seeking enhanced sweetness without the caloric impact.

Government Regulations

The market is governed by the regulations set forth by Food Standards Australia New Zealand (FSANZ). These regulations, outlined in the Food Standards Code, ensure the safety and transparency of food additives used in the region. FSANZ conducts rigorous safety evaluations before approving additives, considering toxicity and allergenicity. The Code specifies permitted additives, their functions, and maximum allowable levels to maintain safe consumption levels. Accurate labelling is mandated, distinguishing between natural and artificial additives and reflecting their origin. Specific rules for various food categories, such as infant formula, are in place. Manufacturers are seeking to introduce new additives, which must follow the approval process outlined by FSANZ.

Growing Demand for Food Preservation and Shelf-life Extension

As consumers demand fresh and safe products for longer durations, manufacturers turn to additives such as preservatives and antioxidants. These additives play a crucial role in maintaining the quality, taste, and safety of a wide range of food items, from packaged goods to perishable items. By effectively extending shelf life, additives reduce food waste, enhance distribution efficiency, and ensure consistent product availability.

As the market responds to the increasing need for convenient and long-lasting food options, the utilization of additives for food preservation has become a critical factor influencing product formulation, consumer satisfaction, and overall industry growth in Australia. In May 2023, Novozymes, the global frontrunner in biosolutions, introduced an innovative ingredient, Novamyl BestBite, designed to extend baked goods' longevity while reducing sugar content. Novamyl BestBite, according to the company, plays a pivotal role in preserving the softness and moisture of food items like bread, all while enabling a reduction in added sugar by 25 to 75%, without compromising the inherent sweetness or flavour.

Impact of COVID-19

The market experienced a dual-sided impact from the COVID-19 pandemic. Disruptions

in global supply chains, limited workforce availability, and reduced demand from restaurants and foodservice establishments posed challenges. Lockdowns and decreased consumer spending affected the market's dynamics, particularly for convenience foods. However, the pandemic created opportunities. The demand for shelf-stable products surged as consumers sought longer-lasting food options, driving the use of preservatives and antioxidants. Home cooking and baking trends led to increased demand for baking ingredients and additives. The focus on health and immunity prompted a rise in demand for fortified foods containing functional additives. As e-commerce grew, new distribution channels for food additives emerged. The pandemic thus reshaped the food additives landscape, emphasizing adaptability and innovation to cater to changing consumer behaviours and preferences.

Key Players Landscape and Outlook

The market boasts a diverse landscape of key players encompassing global giants and local innovators. Established industry leaders such as BASF SE, DuPont de Nemours Inc., and Kerry Group PLC dominate with their comprehensive portfolios spanning antioxidants, emulsifiers, and functional ingredients. Additionally, companies like Cargill, Incorporated and Tate & Lyle PLC shine in providing starches, sweeteners, and texturizers, aligning with the demand for enhanced sensory experiences. The market hinges on sustainable innovation and regulatory compliance, as consumers gravitate toward transparency and health-conscious options. R&D activities drive innovation and position companies to remain competitive and responsive to evolving market trends. In May 2023, Corbion, a leading global supplier of emulsifiers, functional enzyme blends, minerals, vitamins, and algae-based ingredients, launched a pioneering tool for the baking sector—the Corbion Natural Mold Inhibition Model (CNMIM), a groundbreaking predictive modeling tool for natural mold prevention. This innovative solution forecasts a product's mold-free shelf life by leveraging extensive real-world assessments against a diverse array of 11 mold strains commonly found on baked goods.

Contents

1. RESEARCH METHODOLOGY

2. PROJECT SCOPE & DEFINITIONS

3. IMPACT OF COVID-19 ON AUSTRALIA FOOD ADDITIVES MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

5.1. Demographics (Age/Cohort Analysis – Baby Boomers and Gen X, Millennials, Gen Z; Gender; Income – Low, Mid and High; Geography; Nationality; etc.)

5.2. Market Awareness and Product Information

5.3. Brand Awareness and Loyalty

5.4. Factors Considered in Purchase Decision

5.4.1. Brand Name

5.4.2. Pack Size

5.4.3. Price

5.4.4. Customisation Options

5.4.5. Packaging Type

5.4.6. Inclination Towards Organic Products

5.4.7. Promotional Offers & Discounts

5.5. Purpose of Purchase

5.6. Frequency of Purchase

5.7. Medium of Purchase

5.8. Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption

6. AUSTRALIA FOOD ADDITIVES MARKET OUTLOOK, 2016-2030F

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. By Functional Utility

6.2.1. Preservatives

6.2.2. Artificial Sweeteners

6.2.3. Colouring Agents

6.2.4. Emulsifiers

- 6.2.5. Antioxidants
- 6.2.6. Stabilizers
- 6.2.7. Thickeners
- 6.2.8. Others
- 6.3. By Source
 - 6.3.1. Natural
 - 6.3.2. Synthetic
- 6.4. By Application
 - 6.4.1. Beverages
 - 6.4.2. Bakery Products
 - 6.4.3. Dairy Products
 - 6.4.4. Confectionery
 - 6.4.5. Convenience Foods
 - 6.4.6. Sauces & Dressings
 - 6.4.7. Meat Products
- 6.5. By Region
 - 6.5.1. Western Australia
 - 6.5.2. Northern Territory
 - 6.5.3. Queensland
 - 6.5.4. South Australia
 - 6.5.5. New South Wales
 - 6.5.6. Victoria
 - 6.5.7. Tasmania
- 6.6. By Company Market Share (%), 2022

7. MARKET MAPPING, 2022

- 7.1. By Functional Utility
- 7.2. By Source
- 7.3. By Application
- 7.4. By Region

8. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE

- 8.1. Supply Demand Analysis
- 8.2. Import Export Analysis
- 8.3. Value Chain Analysis
- 8.4. PESTEL Analysis
 - 8.4.1. Political Factors

- 8.4.2. Economic System
- 8.4.3. Social Implications
- 8.4.4. Technological Advancements
- 8.4.5. Environmental Impacts
- 8.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)
- 8.5. Porter's Five Forces Analysis
 - 8.5.1. Supplier Power
 - 8.5.2. Buyer Power
 - 8.5.3. Substitution Threat
 - 8.5.4. Threat from New Entrant
 - 8.5.5. Competitive Rivalry

9. MARKET DYNAMICS

- 9.1. Growth Drivers
- 9.2. Growth Inhibitors (Challenges and Restraints)

10. KEY PLAYERS LANDSCAPE

- 10.1. Competition Matrix of Top Five Market Leaders
- 10.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2022)
- 10.3. Mergers and Acquisitions/Joint Ventures (If Applicable)
- 10.4. SWOT Analysis (For Five Market Players)
- 10.5. Patent Analysis (If Applicable)

11. PRICING ANALYSIS

12. CASE STUDIES

13. KEY PLAYERS OUTLOOK

- 13.1. Tate & Lyle PLC
 - 13.1.1. Company Details
 - 13.1.2. Key Management Personnel
 - 13.1.3. Products & Services
 - 13.1.4. Financials (As reported)
 - 13.1.5. Key Market Focus & Geographical Presence
 - 13.1.6. Recent Developments
- 13.2. Archer Daniels Midland Company

13.3. DuPont de Nemours Inc.

13.4. BASF SE

13.5. Kerry Group PLC

13.6. Givaudan SA

13.7. Corbion NV

13.8. Cargill, Incorporated

13.9. Sensient Technologies Corporation

13.10. Kemin Industries, Inc.

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

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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