

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

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Abstracts

Global edible gold market size was estimated at USD 982 million in 2022 and is projected to reach USD 1626.43 million by 2030, growing at a CAGR of 6.51% from 2023 to 2030. The global edible gold market has emerged as a niche yet thriving market in the culinary and luxury industries, driven by the pursuit of opulence and the desire for visually stunning culinary creations.

Edible gold, often found as delicate gold leaf, flakes, crumbs, or dust, has transcended its traditional use in decorations to become a symbol of extravagance and an essential element in high-end dining experiences.

One of the market's key drivers is the inherent luxury associated with edible gold. Its mere presence on a plate or in a glass, transforms ordinary food and beverages into symbols of indulgence and sophistication, appealing to consumers seeking premium culinary experiences. Edible gold's shimmering, eye-catching quality enhances the visual appeal of dishes and drinks, making them Instagram-worthy and shareable on social media platforms.

Furthermore, edible gold's application in cosmetics represents a growing trend in the beauty industry. Renowned for its opulent allure and perceived skin-enhancing properties, edible gold is being incorporated into skincare products like serums, face masks, and creams. This luxurious ingredient is believed to impart a radiant glow and promote collagen production, appealing to consumers seeking premium skincare experiences. While its actual skincare benefits are debated, the visual appeal and prestige of gold-infused beauty products continue to attract consumers seeking a touch of extravagance in their daily skincare routines.

Edible Gold Leaf Dominates the Market

The ultra-thin edible gold leaves are favored for their ease of use and versatility in decorating a wide range of food and beverage items. Edible gold leaf is often applied by carefully placing the sheets onto the surface of desserts, chocolates, cakes, pastries, and beverages like cocktails and champagne. It adheres easily to moist surfaces and can be manipulated into various shapes and designs, making it a preferred choice for culinary artists and chefs looking to add a touch of opulence to their creations.

While edible gold flakes and gold dust are used in certain culinary and other applications, edible gold leaf remains the most popular and iconic form due to its striking visual impact and adaptability in both professional and home kitchens. In February 2023, Marks & Spencer introduced an inventive and luxurious twist on the conventional chocolate Easter egg for the spring season. They unveiled the '23 carrot gold egg,' a clever play on words, as it was adorned with genuine 23-carat edible gold leaf. The carrot-shaped delicacy, crafted in the United Kingdom, primarily consisted of irresistibly delectable blond chocolate.

Rising Desire for Visually Captivating Food and Beverages

Visual appeal is a driving force behind the thriving edible gold market. The allure of edible gold lies in its ability to transform ordinary culinary creations into visually stunning works of art, making it a sought-after ingredient for both professional chefs and home cooks. Its shimmering, opulent presence on dishes and beverages instantly elevates it to a luxurious level, creating a sense of extravagance that captivates consumers. In essence, the visual appeal of edible gold transforms it from a mere ingredient into a symbol of luxury, indulgence, and culinary artistry, continually propelling its presence and demand in the market.

In February 2023, Transeuro General Trading LLC and Ocard partnered to introduce

24-carat gold water, sourced from the pristine Tashkent mountains at an elevation of 3,000 meters, transported to Dubai. The edible gold had been meticulously incorporated to enhance its intrinsic worth, with no associated health concerns. The brand's objective was to supply this gold-infused water to Michelin-starred restaurants and five-star luxury hotels in the UAE.

Surging Demand for Premium and High-Quality Ingredients

The edible gold market is being driven by a growing demand for premium ingredients in both professional and home kitchens. As discerning consumers seek elevated culinary experiences, the appeal of using premium ingredients like edible gold has surged. The desire to create dishes and beverages that stand out and leave an impression has led to the incorporation of edible gold in various recipes. Professional chefs and artisanal food producers are particularly drawn to the exceptional quality and aesthetics that edible gold brings to their creations. Furthermore, the demand for premium ingredients aligns with the broader trend of conscientious consumption, where consumers are willing to invest in top-quality, ethically sourced, and visually captivating products.

In May 2023, Cellato, a high-end Japanese ice cream brand, created the world's costliest ice cream, officially recognized by the Guinness Book of World Records. The extravagant dessert features ingredients like white truffles from Italy's Alba region, Parmigiano Reggiano cheese, sake lees, and edible gold leaf, making it a luxurious delicacy.

Awareness Regarding the Adverse Effects of Synthetic Cosmetic Items

The incorporation of edible gold in cosmetics has played a pivotal role in driving the demand for luxurious ingredients in the cosmetics industry. Cosmetic companies are strategically incorporating edible gold in skincare, and makeup products have effectively heightened its desirability among consumers. The allure of gold in cosmetics, often associated with opulence and prestige, has created a halo effect around the use of gold in beauty products. This positive perception has gradually influenced consumer preferences, sparking curiosity and interest in edible gold as an ingredient for beauty and culinary purposes. The credibility established within the cosmetics sector has led consumers to view edible gold as a safe and luxurious element to enhance their skincare routines. In December 2021, Nano Au Veda, a newly established cosmeceutical brand based in India, created a nano-gold serum aimed at providing consumers with a lavish beauty regimen. Nano-gold particles are incredibly minuscule, smaller even than a cell, allowing them to penetrate the skin more effectively and

enhance their impact.

Impact of COVID-19

The COVID-19 pandemic had a mixed impact on the edible gold market. Initially, the market experienced supply chain and distribution channel disruptions due to lockdowns, travel restrictions, and reduced production capacities. It led to some temporary shortages and delays in sourcing edible gold products. Additionally, the closure of restaurants and hospitality sectors resulted in decreased demand for premium ingredients like edible gold, affecting sales in the short term.

However, the pandemic brought about significant shifts in consumer behavior. With more people cooking and baking at home, there was an increased interest in gourmet and visually appealing ingredients like edible gold. Home chefs and bakers began experimenting with edible gold to elevate their homemade creations and make them more Instagram-worthy, thereby boosting sales in the retail sector. Overall, the edible gold market adapted to the changing landscape, leveraging e-commerce and online platforms to reach consumers directly.

Key Players Landscape and Outlook

The market boasts a landscape with several prominent key players, each contributing to the industry's vibrancy and growth. Renowned suppliers like DeLaf?e International SARL, CornucAupia Gold Leaf Manufacturing, Inc., and Noris Blattgold GmbH have solidified their positions as reliable sources of high-quality edible gold products. These companies serve a global clientele of professional chefs, culinary enthusiasts, and confectioners. The outlook for the edible gold market remains promising. As the demand for premium ingredients, luxury dining experiences, visually striking culinary creations, and gold infused cosmetics continues to rise, key players are likely to expand their product offerings and explore new markets.

E-commerce platforms play a pivotal role in reaching a broader customer base, including home cooks seeking to infuse elegance into their dishes, driving the market forward, making edible gold a constant presence in the culinary realm for the near future. In January 2023, Sugar Empire, a California-based cookie company, announced its debut, offering a tempting selection of six cookie flavours, including one adorned with genuine 24k edible gold leaf shreds.

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