

Food Coating Market by Ingredient Type (Batter, Flours), Application (Bakery, Snacks), Equipment Type (Coaters and Applicators, Enrobers), Form (Dry, Liquid), Mode of Operation (Automatic, Semiautomatic) and Region - Global Forecast to 2028

<https://marketpublishers.com/r/F3623A463AEEN.html>

Date: June 2023

Pages: 352

Price: US\$ 4,950.00 (Single User License)

ID: F3623A463AEEN

Abstracts

The global market for food coating equipment is estimated to be valued at USD 5.7 Billion in 2023 and is projected to reach USD 7.7 Billion by 2028, at a CAGR of 6.3% during the forecast period, and the food coating ingredient market is estimated to be valued at USD 3.6 billion in 2023 and is projected to reach USD 4.9 billion by 2028, at a CAGR of 6.2% from 2023 to 2028. The market for food coating equipment market is exhibiting strong growth with the rising trend of convenience, bakery, and poultry food consumption, globally, resulting in the growing demand for food coating equipment. The food coating equipment market is dominated by Asia Pacific due to the high consumption of processed food and the demand for various nutritional, non-GMO products, leading to higher usage of health-promoting ingredients in food products. Further, the rise in demand for food coating equipment has been supported by the rise in disposable income and rapid urbanization in developing countries such as India, Japan, and China.

Semi-Automatic sub-segment in by mode of operation segment is estimated to grow at the fastest CAGR during the forecast period.

Semi-automatic equipment requires the inclusion of labor to carry out production. Unlike fully automatic equipment which requires high capital investment, semi-automatic equipment enables small- and medium-scale manufacturers to support their production plans without compromising significantly on production efficiency. Developing countries such as India, Vietnam, Indonesia, and China have several small and medium

manufacturers of coated food who utilize semi-automated equipment. However, with the advancement in technologies and the ease of operation provided by fully automatic systems, the market size for semi-automatic systems is comparatively lower than that of the former. The semi-automatic equipment process involves machine operations as well as manual operations. Unlike fully automatic equipment that requires high capital investment, semi-automatic equipment enables small- and medium-scale manufacturers to support high yield with consistent quality without compromising production efficiency. It provides manufacturers with limited capital capacity and a cost-effective solution. Semi-automated equipment is used in combination with automated machines. However, developed countries opt for fully automated machines to avoid the usage of expensive workforce. A majority of food manufacturers in developing countries such as India, Vietnam, Indonesia, and China utilize semi-automatic equipment.

Coaters & Applicators dominated the market for food coating and was valued the largest at USD 4,661.2 million in 2022.

The increased demand for healthier snack products, such as frozen breaded meat products, seasoned veggie chips with specialty flavors, and premium confectionery products enrobed with chocolate, will present opportunities for the growth of food coating equipment. Smooth, accurate, and efficient coating is achieved using coating equipment in the food industry. This helps manufacturers with efficient production management. The coating process is implemented by a complex assembly of dedicated equipment: a conveyor, tumbler, feeder, and pump. Although base designs readily exist on the market, they often need to be adapted to cope with the required specifications. The installed process is expected to meet the required quality (function, dosage, and homogeneity) and quantity (capacity, saving). Because of the nature of the process, it faces specific challenges in minimizing the causes of downtime, for example, clogging, pollution, cleaning, and recipe changeover time. Companies that offer coating systems for the food industry include GEA Group, Marel, B?hler, Nordson Corporation, TNA Australia Solutions, and JBT Corporation.

Asia Pacific accounted for the largest market in 2022, in food coating equipment and is projected to witness the growth of 6.5% CAGR during the forecast period.

The increasing buying parity of new and premium food products along with growing consumer preference for healthy and ready-to-eat products are some of the major factors driving the growth of the food coating ingredients market. Further, the food coating ingredients and food processing industries in the Asia Pacific region have developed because of the increasing investment from ingredient, product, and

equipment manufacturers, diversification of the economy, and increasing government support to food manufacturers in this region. Industrialization policies (such as foreign direct investment and establishment of Export Processing Zones) adopted by governments of developing economies, along with the increase in the number of business deals such as mergers, acquisitions, and investments, have driven the food processing industry and are expected to further contribute to the food coating market growth. The Asia Pacific region largely comprises small- & medium-scale equipment manufacturers who offer semi-automatic coating equipment. The growing demand from various end-use applications in China, India, Indonesia, and other Asian countries is driving the growth of the coating equipment market in the region.

North America accounted for the largest market in 2022, in food coating ingredient and is projected to witness the growth of 5.9% CAGR during the forecast period.

The food coating market in North America is experiencing robust growth, driven by various factors. A significant driver is the escalating demand for convenience foods, which stems from evolving lifestyles and increasingly busy schedules. Consumers are actively seeking ready-to-eat or easy-to-prepare food options that align with their time constraints. Food coatings play a pivotal role in enhancing the appeal of convenience foods by adding layers of flavor and texture. Furthermore, these coatings aid in preserving product freshness and quality during transportation and storage, thereby contributing to their popularity in the market.

The break-up of the profile of primary participants in the food coating market:

By Company Type: Tier 1- 30%, Tier 2– 45%, Tier 3 - 25%

By Designation: CXOs – 25%, Managers – 50%, and Executives- 25%

By Region: North America – 25%, Europe – 25%, Asia Pacific -40%, RoW - 10%

Prominent companies include Archer Daniels Midland (US), DSM (The Netherland), Cargill (US), Kerry Group (Ireland), Ingredion Incorporated (US), Marel (Ireland), GEA Group (Germany) and others.

Research Coverage:

This research report categorizes the food coating market by Ingredient Type (Batter,

Food Coating Market by Ingredient Type (Batter, Flours), Application (Bakery, Snacks), Equipment Type (Coaters...

Flours, Cocoa & chocolate, fats & Oils, Breaders, Batter, Sugars & Syrups, Salts, Spices & Seasonings, Others), by Application (Bakery products, Snacks, Breakfast Cereals, Confectionery Products, Meat & seafood Products), by Equipment Type (Coaters & Applicators, Enrobers), by Form (Dry, Liquid), and by Mode of Operation (Automatic, semi-Automatic) and region (North America, Europe, Asia pacific, South America, RoW). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the food coating market. A detailed analysis of the key industry players has been done to provide insights into their business overview, products, and services; key strategies; contracts, partnerships, agreements. New product & service launches, mergers and acquisitions, and recent developments associated with the food coating market. Competitive analysis of upcoming startups in the food coating market ecosystem is covered in this report.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall food coating market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Growing food processing in meat, bakery, snacks, and breakfast cereal), restraints (shift towards fresh foods), opportunities (Growing investment opportunities in the development of new food coating technology), and challenges (Infrastructural and regulatory challenges in developing countries) influencing the growth of the food coating market.

Product Development/Innovation: Detailed insights on research & development activities, and new product & service launches in the food coating market.

Market Development: Comprehensive information about lucrative markets – the report analyses the food coating market across varied regions.

Market Diversification: Exhaustive information about new products & services,

untapped geographies, recent developments, and investments in the food coating market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Archer Daniels Midland (US), and DSM (The Netherland), Cargill (US), Kerry Group (Ireland), Ingredion Incorporated (US), Marel (Ireland), GEA Group (Germany)g others in the food coating market strategies.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 INCLUSIONS AND EXCLUSIONS
 - 1.3.3 REGIONS COVERED
- 1.4 YEARS CONSIDERED
- 1.5 CURRENCY CONSIDERED
- TABLE 1 USD EXCHANGE RATE, 2018–2022
- 1.6 UNITS CONSIDERED
- 1.7 STAKEHOLDERS
- 1.8 SUMMARY OF CHANGES
- 1.9 RECESSION IMPACT ANALYSIS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Breakdown of primaries
 - 2.1.2.3 Key primary insights
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 APPROACH ONE: BOTTOM-UP (BASED ON INGREDIENT TYPE, BY REGION)
 - 2.2.2 APPROACH TWO: TOP-DOWN (INGREDIENT-BASED GLOBAL MARKET)
- 2.3 DATA TRIANGULATION
 - FIGURE 2 DATA TRIANGULATION METHODOLOGY
- 2.4 RESEARCH ASSUMPTIONS
- 2.5 LIMITATIONS AND RISK ASSESSMENT
- 2.6 RECESSION IMPACT ANALYSIS
- 2.7 STUDY ASSUMPTIONS

3 EXECUTIVE SUMMARY

TABLE 2 GLOBAL FOOD COATING MARKET SNAPSHOT, 2023 VS. 2028
FIGURE 3 FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023 VS. 2028
FIGURE 4 FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023 VS. 2028
FIGURE 5 FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2023 VS. 2028
FIGURE 6 FOOD COATING INGREDIENTS MARKET, BY INGREDIENT APPLICATION, 2023 VS. 2028
FIGURE 7 FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT APPLICATION, 2023 VS. 2028
FIGURE 8 FOOD COATING INGREDIENTS MARKET: REGIONAL ANALYSIS
FIGURE 9 FOOD COATING EQUIPMENT MARKET: REGIONAL ANALYSIS

4 PREMIUM INSIGHTS

4.1 OPPORTUNITIES FOR PLAYERS IN FOOD COATING INGREDIENTS MARKET
FIGURE 10 HIGH DEMAND FOR READY-TO-EAT MEALS TO DRIVE MARKET GROWTH
4.2 OPPORTUNITIES FOR PLAYERS IN FOOD COATING EQUIPMENT MARKET
FIGURE 11 RISING DEMAND FOR PROCESSED FOODS TO PROPEL MARKET GROWTH
4.3 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY KEY EQUIPMENT TYPE AND COUNTRY
FIGURE 12 COATERS & APPLICATORS SEGMENT AND CHINA TO ACHIEVE SIGNIFICANT SHARE IN 2023
4.4 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY KEY INGREDIENT TYPE AND COUNTRY
FIGURE 13 COCOA & CHOCOLATE SEGMENT AND US TO ACCOUNT FOR SIGNIFICANT SHARE IN 2023
4.5 FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE AND REGION
FIGURE 14 COCOA & CHOCOLATE SEGMENT TO ACCOUNT FOR LARGEST SHARE IN 2023
4.6 FOOD COATING EQUIPMENT MARKET: MAJOR REGIONAL SUBMARKETS
FIGURE 15 US TO ACCOUNT FOR LARGEST SHARE IN 2023
4.7 FOOD COATING INGREDIENTS MARKET: MAJOR REGIONAL SUBMARKETS
FIGURE 16 US TO LEAD MARKET IN 2023

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MACROECONOMIC INDICATORS

5.2.1 RISING DEMAND FOR FUNCTIONAL FOODS

FIGURE 17 NUMBER OF COUNTRIES MANDATING FOOD FORTIFICATION, 2011–2019

5.2.2 INCREASING HEALTH AWARENESS AND GROWING HEALTH CONCERNS

5.3 MARKET DYNAMICS

FIGURE 18 FOOD COATING MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Rising consumption of processed food

FIGURE 19 GLOBAL SALES OF HEALTHY BAKED GOODS, BY KEY COUNTRY, 2017 VS. 2021 (USD MILLION)

5.3.1.2 Rising demand for processed, prepared, and convenience food

5.3.1.3 Increased focus on production efficiency, processing time, and quality of food products

5.3.2 RESTRAINTS

5.3.2.1 Rising cost of production due to fluctuating price of ingredients

FIGURE 20 PRICE TREND FOR COCOA, 2018–2022 (USD PER TON)

FIGURE 21 PRICE TREND FOR COCOA, 2018–2022 (USD PER LBS)

5.3.2.2 Shift in consumer preference toward fresh food

5.3.3 OPPORTUNITIES

5.3.3.1 Growing investment opportunities to develop new food coating technologies

5.3.4 CHALLENGES

5.3.4.1 Infrastructural and regulatory challenges in emerging economies

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 TARIFF AND REGULATORY LANDSCAPE

6.2.1 REGULATORY BODIES, GOVERNMENT AGENCIES, & OTHER ORGANIZATIONS

TABLE 3 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 4 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 5 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND

OTHER ORGANIZATIONS

TABLE 6 SOUTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 7 REST OF THE WORLD: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

6.3 REGULATORY FRAMEWORK

6.3.1 PERMISSIBLE LIMITS FOR USE OF FOOD ADDITIVES

6.3.1.1 Preservatives

6.3.2 ANTI-CAKING

6.3.2.1 FDA regulations

6.3.2.2 European regulations

6.3.2.3 Sweeteners

6.3.2.4 Colors

6.3.3 NORTH AMERICA

6.3.3.1 US

TABLE 8 USAGE LIMITATIONS FOR BHA AS AN ANTIOXIDANT IN FOOD (ALONE OR IN COMBINATION WITH BHT)

TABLE 9 USAGE LIMITATIONS FOR BHT AS AN ANTIOXIDANT IN FOOD (ALONE OR IN COMBINATION WITH BHA)

6.3.3.2 Canada

TABLE 10 ADDITIVES AND THEIR PERMITTED USE IN VARIOUS FOOD APPLICATIONS IN CANADA

6.3.3.3 Mexico

6.3.4 EUROPE

TABLE 11 ADDITIVES AND THEIR PERMITTED USE IN VARIOUS FOOD APPLICATIONS IN EUROPE

6.3.4.1 France

6.3.4.2 Italy

6.3.5 ASIA PACIFIC

6.3.5.1 Australia

TABLE 12 PERMISSIBLE ADDITIVE LEVELS IN FOOD

6.3.5.2 Japan

TABLE 13 STANDARDS REGARDING USE OF ADDITIVES IN FOOD

6.3.5.3 Australia & New Zealand

6.3.6 SOUTH AMERICA

6.3.6.1 Brazil

6.3.6.2 Argentina

6.3.6.3 Rest of South America

6.3.7 MIDDLE EAST

6.3.7.1 UAE

6.4 PATENT ANALYSIS

TABLE 14 MAJOR PATENTS PERTAINING TO FOOD COATING MARKET, 2016–2023

FIGURE 22 NUMBER OF PATENTS GRANTED, 2016–2023

FIGURE 23 REGIONAL ANALYSIS OF PATENTS GRANTED, 2016–2023

6.5 SUPPLY CHAIN ANALYSIS

FIGURE 24 SUPPLY CHAIN INTEGRITY IN FOOD COATING MARKET

6.6 VALUE CHAIN ANALYSIS

FIGURE 25 VALUE CHAIN ANALYSIS

6.6.1 RESEARCH AND PRODUCT DEVELOPMENT

6.6.2 RAW MATERIAL SOURCING

6.6.3 LOGISTICS & DISTRIBUTION

6.6.4 MARKETING & SALES

6.7 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESSES

FIGURE 26 REVENUE SHIFT IN FOOD COATING MARKET

6.8 ECOSYSTEM ANALYSIS

FIGURE 27 ECOSYSTEM MAP

TABLE 15 ROLE OF FOOD COATING MANUFACTURERS IN MARKET ECOSYSTEM

6.9 TRADE ANALYSIS

FIGURE 28 IMPORT VALUE OF COCOA BEANS, WHOLE OR BROKEN, RAW OR ROASTED, BY KEY COUNTRY, 2018–2022 (USD THOUSAND)

TABLE 16 IMPORT VALUE OF COCOA BEANS, WHOLE OR BROKEN, RAW OR ROASTED, BY KEY COUNTRY, 2022 (USD THOUSAND)

FIGURE 29 EXPORT VALUE OF COCOA BEANS, WHOLE OR BROKEN, RAW OR ROASTED, BY KEY COUNTRY, 2018–2022 (USD THOUSAND)

TABLE 17 EXPORT VALUE OF COCOA BEANS, WHOLE OR BROKEN, RAW OR ROASTED, BY KEY COUNTRY, 2022 (USD THOUSAND)

FIGURE 30 IMPORT VALUE OF SUGARS AND SUGAR CONFECTIONERY, BY KEY COUNTRY, 2018–2022 (USD THOUSAND)

TABLE 18 IMPORT VALUE OF SUGARS AND SUGAR CONFECTIONERY, BY KEY COUNTRY, 2022 (USD THOUSAND)

FIGURE 31 EXPORT VALUE OF SUGARS AND SUGAR CONFECTIONERY, BY KEY COUNTRY, 2018–2022 (USD THOUSAND)

TABLE 19 EXPORT VALUE OF SUGARS AND SUGAR CONFECTIONERY, BY KEY COUNTRY, 2022 (USD THOUSAND)

6.10 AVERAGE PRICE ANALYSIS

FIGURE 32 AVERAGE SELLING PRICE TREND, BY INGREDIENT TYPE, 2019–2022 (USD PER TON)

FIGURE 33 AVERAGE SELLING PRICE TREND, BY REGION, 2019–2022 (USD PER TON)

6.11 TECHNOLOGY ANALYSIS

6.11.1 NANOCOMPOSITES

6.11.2 EDIBLE BIOPOLYMER FOOD COATING WITH NANOCURCUMIN AND HONEY

6.12 CASE STUDIES

6.12.1 KERRY'S TEAM IDENTIFIED MOST UP-TO-DATE ARTISAN BAKERY TRENDS AND EXPLORED MARKET AND CONSUMER INSIGHTS

6.12.2 KERRY TRENDSPOTTER HELPED SNACK MANUFACTURER CREATE NEW SNACK FLAVORS WITH ARTIFICIAL INTELLIGENCE

6.13 PORTER'S FIVE FORCES ANALYSIS

TABLE 20 PORTER'S FIVE FORCES ANALYSIS

6.13.1 INTENSITY OF COMPETITIVE RIVALRY

6.13.2 BARGAINING POWER OF SUPPLIERS

6.13.3 BARGAINING POWER OF BUYERS

6.13.4 THREAT OF SUBSTITUTES

6.13.5 THREAT OF NEW ENTRANTS

6.14 KEY STAKEHOLDERS AND BUYING CRITERIA

6.14.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 34 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR FOOD COATING, BY TYPE

TABLE 21 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR FOOD COATING, BY TYPE

6.14.2 BUYING CRITERIA

TABLE 22 KEY CRITERIA FOR SELECTING SUPPLIERS/VENDORS

FIGURE 35 KEY CRITERIA FOR SELECTING SUPPLIERS/VENDORS

6.15 KEY CONFERENCES & EVENTS, 2023–2024

TABLE 23 KEY CONFERENCES & EVENTS, 2023–2024

7 FOOD COATING MARKET, BY APPLICATION

7.1 INTRODUCTION

TABLE 24 FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 25 FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

7.2 FOOD COATING INGREDIENTS MARKET, BY APPLICATION

FIGURE 36 MEAT & SEAFOOD PRODUCTS SEGMENT TO DOMINATE FOOD

COATING INGREDIENTS MARKET BY 2028

7.2.1 MEAT & SEAFOOD PRODUCTS

7.2.1.1 Rising preference for flavorful and aromatic meat and seafood to drive market for food coating ingredients

TABLE 26 MEAT & SEAFOOD PRODUCTS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 27 MEAT & SEAFOOD PRODUCTS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.2 CONFECTIONERY PRODUCTS

7.2.2.1 Growing preference for healthy snacking to drive growth of food coating ingredients market for confectionery products

TABLE 28 CONFECTIONERY PRODUCTS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 29 CONFECTIONERY PRODUCTS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.3 BAKERY PRODUCTS

7.2.3.1 Popularity of chocolate-coated confectionery to drive adoption of food coating ingredients in bakery products

TABLE 30 BAKERY PRODUCTS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 31 BAKERY PRODUCTS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.4 BREAKFAST CEREALS

7.2.4.1 Rising preference for healthy products to boost consumption of sugar-coated cereals

TABLE 32 BREAKFAST CEREALS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 33 BREAKFAST CEREALS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.5 SNACKS

7.2.5.1 Demand for convenient and ultra-processed food products to fuel market for coating ingredients for snacks

TABLE 34 SNACKS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 35 SNACKS: FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3 FOOD COATING EQUIPMENT MARKET, BY APPLICATION

FIGURE 37 FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2023 VS. 2028 (USD MILLION)

TABLE 36 FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 37 FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

7.3.1 MEAT & SEAFOOD PRODUCTS

7.3.1.1 Increasing consumption of processed and frozen meat & seafood meal products to drive food coating equipment market

TABLE 38 MEAT & SEAFOOD PRODUCTS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 39 MEAT & SEAFOOD PRODUCTS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.2 CONFECTIONERY PRODUCTS

7.3.2.1 Demand for processed and premium bakery products to propel market for food coating equipment for confectionery products

TABLE 40 CONFECTIONERY PRODUCTS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 41 CONFECTIONERY PRODUCTS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.3 BAKERY PRODUCTS

7.3.3.1 Growing need for bakeries to gain control over liquid flow to drive adoption of food coating equipment in bakery industry

TABLE 42 BAKERY PRODUCTS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 43 BAKERY PRODUCTS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.4 BREAKFAST CEREALS

7.3.4.1 Automated processing lines curated by dairy and breakfast cereal product manufacturers to drive market for food coating equipment for breakfast cereals

TABLE 44 BREAKFAST CEREALS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 45 BREAKFAST CEREALS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.5 SNACKS

7.3.5.1 Rapid shift in consumer demand toward convenience food products to drive market for food coating equipment for snacks

TABLE 46 SNACKS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 47 SNACKS: FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

8 FOOD COATING MARKET, BY EQUIPMENT TYPE

8.1 INTRODUCTION

FIGURE 38 COATERS & APPLICATORS SEGMENT TO DOMINATE MARKET BY 2028

TABLE 48 FOOD COATING MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 49 FOOD COATING MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

8.2 COATERS & APPLICATORS

8.2.1 INCREASE IN DEMAND FOR HEALTHIER SNACKS AND PREMIUM-COATED CONFECTIONERY PRODUCTS TO DRIVE MARKET

TABLE 50 COATERS & APPLICATORS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 51 COATERS & APPLICATORS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 52 COATERS & APPLICATORS: FOOD COATING MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 53 COATERS & APPLICATORS: FOOD COATING MARKET, BY TYPE, 2023–2028 (USD MILLION)

8.2.2 BREADING APPLICATORS

8.2.2.1 Increasing demand for crunchy products to drive growth of breaded applicators

TABLE 54 BREADING APPLICATORS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 55 BREADING APPLICATORS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

8.2.3 FLOUR APPLICATORS

8.2.3.1 Rising demand for flexible flour applicators to drive market

TABLE 56 FLOUR APPLICATORS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 57 FLOUR APPLICATORS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

8.2.4 BATTER APPLICATORS

8.2.4.1 Popularity of sophisticated foods and diverse fried foods to drive demand for battering applicators

TABLE 58 BATTER APPLICATORS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 59 BATTER APPLICATORS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

8.2.5 SEASONING APPLICATORS

8.2.5.1 Growing demand for different types of snacks to drive use of seasoning applicators

TABLE 60 SEASONING APPLICATORS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 61 SEASONING APPLICATORS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

8.2.6 OTHER COATERS & APPLICATORS

TABLE 62 OTHER COATERS & APPLICATORS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 63 OTHER COATERS & APPLICATORS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

8.3 ENROBERS

8.3.1 NEED FOR EVENLY COATED BUTTER TO DRIVE USE OF ENROBERS IN CONFECTIONERY

TABLE 64 ENROBERS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 65 ENROBERS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

9 FOOD COATING MARKET, BY INGREDIENT FORM

9.1 INTRODUCTION

FIGURE 39 LIQUID SEGMENT TO DOMINATE MARKET BY 2028

TABLE 66 FOOD COATING MARKET, BY INGREDIENT FORM, 2019–2022 (USD MILLION)

TABLE 67 FOOD COATING MARKET, BY INGREDIENT FORM, 2023–2028 (USD MILLION)

9.2 DRY

9.2.1 GROWING CONSUMPTION OF PROCESSED FOODS TO DRIVE MARKET FOR DRY COATING INGREDIENTS

TABLE 68 DRY: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 69 DRY: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

9.3 LIQUID

9.3.1 UNIFORMITY AND ACCURATE DOSING OF LIQUID FOOD COATING INGREDIENTS TO DRIVE MARKET

TABLE 70 LIQUID: FOOD COATING MARKET, BY REGION, 2019–2022 (USD

MILLION)

TABLE 71 LIQUID: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

10 FOOD COATING MARKET, BY INGREDIENT TYPE

10.1 INTRODUCTION

FIGURE 40 COCOA & CHOCOLATE SEGMENT TO LEAD MARKET BY 2028

TABLE 72 FOOD COATING MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 73 FOOD COATING MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

TABLE 74 FOOD COATING MARKET, BY INGREDIENT TYPE, 2019–2022 (KT)

TABLE 75 FOOD COATING MARKET, BY INGREDIENT TYPE, 2023–2028 (KT)

10.2 COCOA & CHOCOLATE

10.2.1 RISING PREFERENCE FOR ASSORTED CHOCOLATE TO DRIVE USE OF COCOA AND CHOCOLATE AS COATING INGREDIENTS

TABLE 76 COCOA & CHOCOLATE: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 77 COCOA & CHOCOLATE: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 78 COCOA & CHOCOLATE: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 79 COCOA & CHOCOLATE: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

10.3 FATS & OILS

10.3.1 LOW COST OF FATS & OILS TO DRIVE THEIR USE AS COATING INGREDIENTS IN BISCUITS AND COOKIES

TABLE 80 FATS & OILS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 81 FATS & OILS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 82 FATS & OILS: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 83 FATS & OILS: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

10.4 FLOURS

10.4.1 RISING CASES OF GLUTEN-INTOLERANCE TO DRIVE USE OF GLUTEN-FREE FLOURS AS COATING AGENTS

TABLE 84 FLOURS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 85 FLOURS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 86 FLOURS: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 87 FLOURS: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

10.5 BREADERS

10.5.1 DEMAND FOR IMPROVED TEXTURE OF BREADERS TO DRIVE THEIR USE AS COATING AGENTS IN BURGER PATTIES

TABLE 88 BREADERS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 89 BREADERS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 90 BREADERS: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 91 BREADERS: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

10.6 BATTER

10.6.1 POPULARITY OF HEALTHY FRIED FOOD TO DRIVE MARKET FOR BATTER AS COATING AGENT

TABLE 92 BATTER: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 93 BATTER: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 94 BATTER: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 95 BATTER: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

10.7 SUGARS & SYRUPS

10.7.1 POPULARITY OF AESTHETICS IN BAKERY AND CONFECTIONERY TO DRIVE USE OF SUGARS & SYRUPS AS COATING AGENTS

TABLE 96 SUGARS & SYRUPS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 97 SUGARS & SYRUPS: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 98 SUGARS & SYRUPS: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 99 SUGARS & SYRUPS: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

10.8 SALTS, SPICES, AND SEASONINGS

10.8.1 DEMAND FOR APPEALING FLAVORS IN FOOD PRODUCTS TO BOOST MARKET FOR SALTS, SPICES, AND SEASONINGS

TABLE 100 SALTS, SPICES, AND SEASONINGS: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 101 SALTS, SPICES, AND SEASONINGS: FOOD COATING MARKET, BY

REGION, 2023–2028 (USD MILLION)

TABLE 102 SALTS, SPICES, AND SEASONINGS: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 103 SALTS, SPICES, AND SEASONINGS: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

10.9 OTHER INGREDIENT TYPES

TABLE 104 OTHER INGREDIENT TYPES: FOOD COATING MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 105 OTHER INGREDIENT TYPES: FOOD COATING MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 106 OTHER INGREDIENT TYPES: FOOD COATING MARKET, BY REGION, 2019–2022 (KT)

TABLE 107 OTHER INGREDIENT TYPES: FOOD COATING MARKET, BY REGION, 2023–2028 (KT)

11 FOOD COATING MARKET, BY MODE OF OPERATION

11.1 INTRODUCTION

FIGURE 41 AUTOMATIC SEGMENT TO LEAD FOOD COATING EQUIPMENT MARKET BY 2028

TABLE 108 FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2019–2022 (USD MILLION)

TABLE 109 FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2023–2028 (USD MILLION)

11.2 AUTOMATIC

11.2.1 ACCURACY AND EFFICIENCY OF AUTOMATIC FOOD COATING EQUIPMENT TO DRIVE MARKET

TABLE 110 AUTOMATIC: FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 111 AUTOMATIC: FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

11.3 SEMI-AUTOMATIC

11.3.1 NEED FOR LOW INSTALLATION AND MAINTENANCE COSTS TO FUEL MARKET FOR SEMI-AUTOMATIC FOOD COATING EQUIPMENT

TABLE 112 SEMI-AUTOMATIC: FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 113 SEMI-AUTOMATIC: FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

12 FOOD COATING MARKET, BY REGION

12.1 INTRODUCTION

FIGURE 42 INDIA TO DOMINATE FOOD COATING INGREDIENTS MARKET DURING FORECAST PERIOD

TABLE 114 FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 115 FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 116 FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (KT)

TABLE 117 FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (KT)

TABLE 118 FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 119 FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 120 FOOD COATING EQUIPMENT MARKET, BY REGION, 2019–2022 (KT)

TABLE 121 FOOD COATING EQUIPMENT MARKET, BY REGION, 2023–2028 (KT)

12.2 NORTH AMERICA

FIGURE 43 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET SNAPSHOT

12.2.1 NORTH AMERICA: RECESSION IMPACT

FIGURE 44 INFLATION: COUNTRY-LEVEL DATA (2017–2021)

FIGURE 45 NORTH AMERICAN FOOD COATING MARKET: RECESSION IMPACT ANALYSIS

12.2.2 FOOD COATING INGREDIENTS MARKET

TABLE 122 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 123 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

TABLE 124 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (KT)

TABLE 125 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (KT)

TABLE 126 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 127 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 128 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2019–2022 (USD MILLION)

TABLE 129 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2023–2028 (USD MILLION)

TABLE 130 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 131 NORTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.2.2.1 US

12.2.2.1.1 Export opportunities for cereals and snacks to drive food coating ingredients market

TABLE 132 US: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 133 US: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.2.2.2 Canada

12.2.2.2.1 Growing food processing industry to drive food coating ingredients market

TABLE 134 CANADA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 135 CANADA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.2.2.3 Mexico

12.2.2.3.1 Rising demand for convenient and ready-to-eat packaged food due to rapid urbanization to drive food coating ingredients market

TABLE 136 MEXICO: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 137 MEXICO: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.2.3 FOOD COATING EQUIPMENT MARKET

TABLE 138 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 139 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

TABLE 140 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2019–2022 (USD MILLION)

TABLE 141 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2023–2028 (USD MILLION)

TABLE 142 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2019–2022 (USD MILLION)

TABLE 143 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY MODE

OF OPERATION, 2023–2028 (USD MILLION)

TABLE 144 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 145 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 146 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 147 NORTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.2.3.1 US

12.2.3.1.1 Regulatory compliance and innovation to drive food processing & coating machinery market

TABLE 148 US: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 149 US: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.2.3.2 Canada

12.2.3.2.1 Growing consumer preference for coated food products to drive demand for food coating equipment

TABLE 150 CANADA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 151 CANADA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.2.3.3 Mexico

12.2.3.3.1 Increase in middle-class population and shift in dietary preferences to drive food coating equipment market

TABLE 152 MEXICO: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 153 MEXICO: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.3 ASIA PACIFIC

FIGURE 46 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET SNAPSHOT

12.3.1 ASIA PACIFIC: RECESSION IMPACT

FIGURE 47 INFLATION: COUNTRY-LEVEL DATA (2017–2021)

FIGURE 48 ASIA PACIFIC FOOD COATING MARKET: RECESSION IMPACT ANALYSIS

12.3.2 FOOD COATING INGREDIENTS MARKET

TABLE 154 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 155 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

TABLE 156 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (KT)

TABLE 157 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (KT)

TABLE 158 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 159 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 160 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2019–2022 (USD MILLION)

TABLE 161 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2023–2028 (USD MILLION)

TABLE 162 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 163 ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.3.2.1 China

12.3.2.1.1 Rise in consumption of bakery products to boost demand for coating ingredients

TABLE 164 CHINA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 165 CHINA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.3.2.2 Japan

12.3.2.2.1 Changes in lifestyle to result in high demand for food coating ingredients

TABLE 166 JAPAN: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 167 JAPAN: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.3.2.3 Australia & New Zealand

12.3.2.3.1 Increased demand for processed food to drive food coating ingredients market

TABLE 168 AUSTRALIA & NEW ZEALAND: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 169 AUSTRALIA & NEW ZEALAND: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.3.2.4 India

12.3.2.4.1 Growth in confectionery industry due to rising per capita income to drive growth

TABLE 170 INDIA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 171 INDIA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.3.2.5 Rest of Asia Pacific

TABLE 172 REST OF ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 173 REST OF ASIA PACIFIC: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.3.3 FOOD COATING EQUIPMENT MARKET

TABLE 174 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 175 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

TABLE 176 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2019–2022 (USD MILLION)

TABLE 177 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2023–2028 (USD MILLION)

TABLE 178 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2019–2022 (USD MILLION)

TABLE 179 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2023–2028 (USD MILLION)

TABLE 180 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 181 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 182 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 183 ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.3.3.1 China

12.3.3.1.1 Increasing demand for processed meat and seafood to drive food coating equipment market

TABLE 184 CHINA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 185 CHINA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.3.3.2 Japan

12.3.3.2.1 Growth in bakery industry due to changing lifestyle to drive food coating equipment market

TABLE 186 JAPAN: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 187 JAPAN: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.3.3.3 Australia & New Zealand

12.3.3.3.1 Growing industrial production of processed food and meat to propel demand for food coating equipment

TABLE 188 AUSTRALIA & NEW ZEALAND: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 189 AUSTRALIA & NEW ZEALAND: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.3.3.4 India

12.3.3.4.1 Rising demand for processed food to drive growth of coating equipment market

TABLE 190 INDIA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 191 INDIA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.3.3.5 Rest of Asia Pacific

TABLE 192 REST OF ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 193 REST OF ASIA PACIFIC: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.4 EUROPE

12.4.1 EUROPE: RECESSION IMPACT

FIGURE 49 EUROPE: INFLATION RATE, BY KEY COUNTRY, 2017–2021

FIGURE 50 EUROPEAN FOOD COATING MARKET: RECESSION IMPACT ANALYSIS

12.4.2 FOOD COATING INGREDIENTS MARKET

TABLE 194 EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 195 EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

TABLE 196 EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (KT)

TABLE 197 EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT

TYPE, 2023–2028 (KT)

TABLE 198 EUROPE: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 199 EUROPE: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 200 EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2019–2022 (USD MILLION)

TABLE 201 EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2023–2028 (USD MILLION)

TABLE 202 EUROPE: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 203 EUROPE: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.4.2.1 UK

12.4.2.1.1 Increasing demand for coated snacks to drive food coating ingredients market

TABLE 204 UK: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 205 UK: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.4.2.2 Germany

12.4.2.2.1 Popularity of chocolate-coated products to drive demand for cocoa as food coating ingredient

TABLE 206 GERMANY: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 207 GERMANY: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.4.2.3 France

12.4.2.3.1 Culinary heritage of France to drive growth of food coating ingredients market

TABLE 208 FRANCE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 209 FRANCE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.4.2.4 Netherlands

12.4.2.4.1 Increasing demand for cocoa and cocoa products to drive market for food coatings

TABLE 210 NETHERLANDS: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 211 NETHERLANDS: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)**12.4.2.5 Italy****12.4.2.5.1 Bakery and pastry industries to drive market for food coating ingredients****TABLE 212 ITALY: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)****TABLE 213 ITALY: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)****12.4.2.6 Rest of Europe****TABLE 214 REST OF EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)****TABLE 215 REST OF EUROPE: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)****12.4.3 FOOD COATING EQUIPMENT MARKET****TABLE 216 EUROPE: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)****TABLE 217 EUROPE: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)****TABLE 218 EUROPE: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2019–2022 (USD MILLION)****TABLE 219 EUROPE: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2023–2028 (USD MILLION)****TABLE 220 EUROPE: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2019–2022 (USD MILLION)****TABLE 221 EUROPE: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2023–2028 (USD MILLION)****TABLE 222 EUROPE: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2019–2022 (USD MILLION)****TABLE 223 EUROPE: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2023–2028 (USD MILLION)****TABLE 224 EUROPE: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2019–2022 (USD MILLION)****TABLE 225 EUROPE: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)****12.4.3.1 Germany****12.4.3.1.1 Growing demand for healthy food to drive adoption of food coating equipment****TABLE 226 GERMANY: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)**

TABLE 227 GERMANY: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.4.3.2 UK

12.4.3.2.1 Rising innovation in food industry to drive market for food coating equipment

TABLE 228 UK: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 229 UK: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.4.3.3 France

12.4.3.3.1 Rising demand for coated snacks, convenience meals, and ready-to-eat items to drive food coating equipment market

TABLE 230 FRANCE: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 231 FRANCE: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.4.3.4 Netherlands

12.4.3.4.1 Increasing innovation in food production processes to encourage use of food coating equipment

TABLE 232 NETHERLANDS: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 233 NETHERLANDS: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.4.3.5 Italy

12.4.3.5.1 Rising consumption of ready-to-eat food to encourage adoption of food coating ingredients for food production

TABLE 234 ITALY: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 235 ITALY: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.4.3.6 Rest of Europe

TABLE 236 REST OF EUROPE: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 237 REST OF EUROPE: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.5 SOUTH AMERICA

12.5.1 SOUTH AMERICA: RECESSION IMPACT

FIGURE 51 SOUTH AMERICA: INFLATION RATE, BY KEY COUNTRY, 2018–2021

FIGURE 52 SOUTH AMERICAN FOOD COATING MARKET: RECESSION IMPACT

ANALYSIS

12.5.2 FOOD COATING INGREDIENTS MARKET

TABLE 238 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 239 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

TABLE 240 SOUTH AMERICA: FOOD COATING MARKET, BY INGREDIENT TYPE, 2019–2022 (KT)

TABLE 241 SOUTH AMERICA: FOOD COATING MARKET, BY INGREDIENT TYPE, 2023–2028 (KT)

TABLE 242 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 243 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 244 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2019–2022 (USD MILLION)

TABLE 245 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2023–2028 (USD MILLION)

TABLE 246 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 247 SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.5.2.1 Brazil

12.5.2.1.1 Increasing population and shifting consumer preferences to drive adoption of food coating ingredients in food industry

TABLE 248 BRAZIL: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 249 BRAZIL: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.5.2.2 Argentina

12.5.2.2.1 Demand for convenience and processed meals to drive market for food coating ingredients

TABLE 250 ARGENTINA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 251 ARGENTINA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.5.2.3 Rest of South America

TABLE 252 REST OF SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 253 REST OF SOUTH AMERICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.5.3 FOOD COATING EQUIPMENT MARKET

TABLE 254 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 255 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

TABLE 256 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2019–2022 (USD MILLION)

TABLE 257 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2023–2028 (USD MILLION)

TABLE 258 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2019–2022 (USD MILLION)

TABLE 259 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2023–2028 (USD MILLION)

TABLE 260 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 261 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 262 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 263 SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.5.3.1 Brazil

12.5.3.1.1 Growing demand for hygienic, nutrient-dense, and time-saving food solutions to drive market for food coating equipment

TABLE 264 BRAZIL: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 265 BRAZIL: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.5.3.2 Argentina

12.5.3.2.1 Growing food processing industry to drive market for food coating equipment

TABLE 266 ARGENTINA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 267 ARGENTINA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.5.3.3 Rest of South America

TABLE 268 REST OF SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET,

BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 269 REST OF SOUTH AMERICA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.6 REST OF THE WORLD

12.6.1 ROW: RECESSION IMPACT

FIGURE 53 ROW: INFLATION RATE, BY KEY REGION, 2018–2021

FIGURE 54 ROW FOOD COATING MARKET: RECESSION IMPACT ANALYSIS

12.6.2 FOOD COATING INGREDIENTS MARKET

TABLE 270 ROW: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 271 ROW: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

TABLE 272 ROW: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (KT)

TABLE 273 ROW: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (KT)

TABLE 274 ROW: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 275 ROW: FOOD COATING INGREDIENTS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 276 ROW: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2019–2022 (USD MILLION)

TABLE 277 ROW: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT FORM, 2023–2028 (USD MILLION)

TABLE 278 ROW: FOOD COATING INGREDIENTS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 279 ROW: FOOD COATING INGREDIENTS MARKET, BY REGION, 2023–2028 (USD MILLION)

12.6.2.1 Middle East

12.6.2.1.1 Rising investments in food processing companies to drive food coating ingredients market

TABLE 280 MIDDLE EAST: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2019–2022 (USD MILLION)

TABLE 281 MIDDLE EAST: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.6.2.2 Africa

12.6.2.2.1 Well-developed agribusinesses and food sectors to propel food coating ingredients market

TABLE 282 AFRICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT

TYPE, 2019–2022 (USD MILLION)

TABLE 283 AFRICA: FOOD COATING INGREDIENTS MARKET, BY INGREDIENT TYPE, 2023–2028 (USD MILLION)

12.6.3 FOOD COATING EQUIPMENT MARKET

TABLE 284 ROW: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 285 ROW: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

TABLE 286 ROW: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2019–2022 (USD MILLION)

TABLE 287 ROW: FOOD COATING EQUIPMENT MARKET, BY COATER & APPLICATOR, 2023–2028 (USD MILLION)

TABLE 288 ROW: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2019–2022 (USD MILLION)

TABLE 289 ROW: FOOD COATING EQUIPMENT MARKET, BY MODE OF OPERATION, 2023–2028 (USD MILLION)

TABLE 290 ROW: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 291 ROW: FOOD COATING EQUIPMENT MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 292 ROW: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 293 ROW: FOOD COATING EQUIPMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

12.6.3.1 Middle East

12.6.3.1.1 Increased urbanization and rising consumer preference for healthy food to drive food coating equipment market

TABLE 294 MIDDLE EAST: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 295 MIDDLE EAST: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

12.6.3.2 Africa

12.6.3.2.1 Technological advancements in food processing industry to drive market for food coating equipment

TABLE 296 AFRICA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2019–2022 (USD MILLION)

TABLE 297 AFRICA: FOOD COATING EQUIPMENT MARKET, BY EQUIPMENT TYPE, 2023–2028 (USD MILLION)

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 SEGMENTAL REVENUE ANALYSIS FOR KEY PLAYERS

FIGURE 55 SEGMENTAL REVENUE ANALYSIS FOR KEY PLAYERS, 2018–2022
(USD MILLION)

13.3 COMPARISON BETWEEN ANNUAL REVENUE AND GROWTH RATES OF KEY FOOD COATING INGREDIENT MARKET PLAYERS

FIGURE 56 COMPARISON BETWEEN ANNUAL REVENUE AND GROWTH RATES OF KEY FOOD COATING INGREDIENT MARKET PLAYERS

13.4 EBITDA ANALYSIS FOR KEY MANUFACTURERS OF FOOD COATING INGREDIENTS, 2022 (USD BILLION)

FIGURE 57 EBITA ANALYSIS FOR KEY MANUFACTURERS OF FOOD COATING INGREDIENTS, 2022 (USD BILLION)

13.5 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 298 STRATEGIES ADOPTED BY KEY PLAYERS

13.6 GLOBAL SNAPSHOT OF KEY MARKET PARTICIPANTS (FOOD COATING INGREDIENT MANUFACTURERS)

FIGURE 58 GLOBAL SNAPSHOT OF KEY MARKET PARTICIPANTS (FOOD COATING INGREDIENT MANUFACTURERS), 2022

13.7 MARKET SHARE ANALYSIS, 2022

TABLE 299 FOOD COATING MARKET: INTENSITY OF COMPETITIVE RIVALRY (FOOD COATING EQUIPMENT MANUFACTURERS), 2022

13.8 EVALUATION QUADRANT MATRIX FOR KEY PLAYERS (FOOD COATING INGREDIENT MANUFACTURERS)

13.8.1 STARS

13.8.2 EMERGING LEADERS

13.8.3 PERVASIVE PLAYERS

13.8.4 PARTICIPANTS

FIGURE 59 EVALUATION QUADRANT MATRIX FOR KEY PLAYERS, 2022 (FOOD COATING INGREDIENT MANUFACTURERS)

13.8.5 PRODUCT FOOTPRINT (KEY FOOD COATING INGREDIENT MANUFACTURERS)

TABLE 300 COMPANY FOOTPRINT, BY INGREDIENT TYPE

TABLE 301 COMPANY FOOTPRINT, BY APPLICATION

TABLE 302 COMPANY REGIONAL FOOTPRINT

TABLE 303 OVERALL COMPANY FOOTPRINT

13.9 COMPARISON BETWEEN ANNUAL REVENUE AND GROWTH RATES OF KEY FOOD COATING EQUIPMENT MANUFACTURERS

FIGURE 60 COMPARISON BETWEEN ANNUAL REVENUE AND GROWTH RATES OF KEY FOOD COATING EQUIPMENT MANUFACTURERS

13.10 EBITDA ANALYSIS FOR KEY MANUFACTURERS OF FOOD COATING EQUIPMENT, 2022 (USD BILLION)

FIGURE 61 EBITDA ANALYSIS FOR KEY MANUFACTURERS OF FOOD COATING EQUIPMENT, 2022 (USD BILLION)

13.11 GLOBAL SNAPSHOT OF KEY MARKET PARTICIPANTS (FOOD COATING EQUIPMENT MANUFACTURERS)

FIGURE 62 GLOBAL SNAPSHOT OF KEY MARKET PARTICIPANTS (FOOD COATING EQUIPMENT MANUFACTURERS), 2022

13.12 EVALUATION QUADRANT MATRIX FOR KEY PLAYERS (FOOD COATING EQUIPMENT MANUFACTURERS)

13.12.1 STARS

13.12.2 EMERGING LEADERS

13.12.3 PERVASIVE PLAYERS

13.12.4 PARTICIPANTS

FIGURE 63 EVALUATION QUADRANT MATRIX FOR KEY PLAYERS (FOOD COATING EQUIPMENT MANUFACTURERS), 2022

13.12.5 PRODUCT FOOTPRINT (FOOD COATING EQUIPMENT MANUFACTURERS)

TABLE 304 COMPANY FOOTPRINT, BY EQUIPMENT TYPE

TABLE 305 COMPANY FOOTPRINT, BY APPLICATION

TABLE 306 COMPANY REGIONAL FOOTPRINT

TABLE 307 OVERALL COMPANY FOOTPRINT

13.13 COMPETITIVE SCENARIO

13.13.1 PRODUCT LAUNCHES

TABLE 308 PRODUCT LAUNCHES, 2020–2023

13.13.2 DEALS

TABLE 309 DEALS, 2020–2023

13.13.3 OTHERS

TABLE 310 OTHERS, 2021–2023

14 COMPANY PROFILES

(Business overview, Products/Solutions offered, Recent developments & MnM View)*

14.1 KEY PLAYERS (FOOD COATING INGREDIENT COMPANIES)

14.1.1 CARGILL, INCORPORATED

TABLE 311 CARGILL, INCORPORATED: BUSINESS OVERVIEW

FIGURE 64 CARGILL, INCORPORATED: COMPANY SNAPSHOT

TABLE 312 CARGILL, INCORPORATED: DEALS

TABLE 313 CARGILL, INCORPORATED: OTHERS

14.1.2 KERRY GROUP PLC

TABLE 314 KERRY GROUP PLC: BUSINESS OVERVIEW

FIGURE 65 KERRY GROUP PLC: COMPANY SNAPSHOT

TABLE 315 KERRY GROUP PLC: OTHERS

14.1.3 ADM

TABLE 316 ADM: BUSINESS OVERVIEW

FIGURE 66 ADM: COMPANY SNAPSHOT

14.1.4 INGREDION

TABLE 317 INGREDION: BUSINESS OVERVIEW

FIGURE 67 INGREDION: COMPANY SNAPSHOT

TABLE 318 INGREDION: PRODUCT LAUNCHES

TABLE 319 INGREDION: DEALS

TABLE 320 INGREDION: OTHERS

14.1.5 NEWLY WEDS FOODS

TABLE 321 NEWLY WEDS FOODS: BUSINESS OVERVIEW

14.1.6 ASSOCIATED BRITISH FOODS PLC

TABLE 322 ASSOCIATED BRITISH FOODS PLC: BUSINESS OVERVIEW

FIGURE 68 ASSOCIATED BRITISH FOODS PLC: COMPANY SNAPSHOT

14.1.7 TATE & LYLE

TABLE 323 TATE & LYLE: BUSINESS OVERVIEW

FIGURE 69 TATE & LYLE: COMPANY SNAPSHOT

14.1.8 SOLINA

TABLE 324 SOLINA: BUSINESS OVERVIEW

TABLE 325 SOLINA: DEALS

14.1.9 IDAN FOODS

TABLE 326 IDAN FOODS: BUSINESS OVERVIEW

14.1.10 POPLA INTERNATIONAL, INC.

TABLE 327 POPLA INTERNATIONAL, INC.: BUSINESS OVERVIEW

14.1.11 HOLLY POWDER

TABLE 328 HOLLY POWDER: BUSINESS OVERVIEW

14.2 KEY PLAYERS (FOOD COATING EQUIPMENT COMPANIES)

14.2.1 MAREL

TABLE 329 MAREL: BUSINESS OVERVIEW

FIGURE 70 MAREL: COMPANY SNAPSHOT

14.2.2 GEA GROUP AKTIENGESELLSCHAFT

TABLE 330 GEA GROUP AKTIENGESELLSCHAFT: BUSINESS OVERVIEW

FIGURE 71 GEA GROUP AKTIENGESELLSCHAFT: COMPANY SNAPSHOT

TABLE 331 GEA GROUP AKTIENGESELLSCHAFT: PRODUCT LAUNCHES

14.2.3 B?HLER AG

TABLE 332 B?HLER AG: BUSINESS OVERVIEW**FIGURE 72 B?HLER AG: COMPANY SNAPSHOT**

14.2.4 JBT

TABLE 333 JBT: BUSINESS OVERVIEW**FIGURE 73 JBT: COMPANY SNAPSHOT****TABLE 334 JBT: OTHERS**

14.2.5 TNA AUSTRALIA PTY LIMITED

TABLE 335 TNA AUSTRALIA PTY LIMITED: BUSINESS OVERVIEW

14.2.6 SPICE APPLICATIONS LIMITED

TABLE 336 SPICE APPLICATIONS LIMITED: BUSINESS OVERVIEW

14.2.7 CLEXTRAL

TABLE 337 CLEXTRAL: BUSINESS OVERVIEW

14.2.8 BESTMACHINERY

TABLE 338 BESTMACHINERY: BUSINESS OVERVIEW

14.2.9 BETTCHER INDUSTRIES, INC.

TABLE 339 BETTCHER INDUSTRIES, INC.: BUSINESS OVERVIEW

14.2.10 DING-HAN MACHINERY CO., LTD.

TABLE 340 DING-HAN MACHINERY CO., LTD.: BUSINESS OVERVIEW**14.3 STARTUPS/SMES (FOOD COATING EQUIPMENT COMPANIES)**

14.3.1 ABM COMPANY SRL

14.3.2 AC HORN MANUFACTURING

14.3.3 MIA FOOD TECH

14.3.4 NEMCO MACHINERY A/S

*Details on Business overview, Products/Solutions offered, Recent developments & MnM View might not be captured in case of unlisted companies.

15 ADJACENT AND RELATED MARKETS**15.1 INTRODUCTION****TABLE 341 ADJACENT MARKETS****15.2 RESEARCH LIMITATIONS****15.3 FOOD & BEVERAGES PROCESSING EQUIPMENT MARKET**

15.3.1 MARKET DEFINITION

15.3.2 MARKET OVERVIEW

TABLE 342 FOOD & BEVERAGES PROCESSING EQUIPMENT MARKET, BY APPLICATION, 2018–2022 (USD MILLION)**TABLE 343 FOOD & BEVERAGES PROCESSING EQUIPMENT MARKET, BY**

Food Coating Market by Ingredient Type (Batter, Flours), Application (Bakery, Snacks), Equipment Type (Coaters...

APPLICATION, 2023–2028 (USD MILLION)

15.4 PREPARED FOOD EQUIPMENT MARKET

15.4.1 MARKET DEFINITION

15.4.2 MARKET OVERVIEW

TABLE 344 PREPARED FOOD EQUIPMENT MARKET, BY APPLICATION,
2018–2026 (USD MILLION)

16 APPENDIX

16.1 DISCUSSION GUIDE

16.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

16.3 CUSTOMIZATION OPTIONS

16.4 RELATED REPORTS

16.5 AUTHOR DETAILS

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