

Food Colors Market by Type (Natural, Synthetic, and Nature-identical), Application (Food Products and Beverages), Source (Plants & Animals, Microorganisms, and Minerals & Chemicals), Form, Solubility and Region - Global Forecast to 2028

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Abstracts

The food colors market is projected to reach USD 6.0 billion by 2028 growing at a CAGR of 5.4% from 2023 to 2028. Food colors are essential additives used in the food & beverage industry, not only to provide color to the food products but also to add nutritional value and increase the palatability of food or beverage products. The application of colors in food and beverages help in enhancing the color and aesthetics of the product. Synthetic colors are used by many food manufacturers, as they are more stable across various processing conditions, such as temperature and moisture variations, as compared to natural food colors, and are also cost-effective. The use of bright or unexpected colors is common in confectionery, desserts, baked goods, snacks, and beverages. In Europe, beverages make up the largest application of natural colors, with non-alcoholic beverages forming an integral part of the diet in the region. Dairy products form a major area of application for colors, particularly with the increase in demand for flavored yogurt and milk products. Food colors are also used in various food items, such as candies, toffees, chewing gums, aerated gums, chocolates, health bars, fillings, decorations, crackers, stuffing, fillings, sauces, dressings, pastries, and cookies.

“Food colors have high demand in food processing industry.”

The processed food products industry is gradually growing as a result of the high demand for convenience foods with improved lifestyles. In the near future, the processed food products market is estimated to grow continuously due to factors such

as diet upgrades resulting from a rise in incomes, as well as growing health. The increase in consumption of processed food products across regions is a major factor projected to drive the demand for food colors. The demand for confectionery and dairy products is growing, particularly in emerging economies such as India, China, Brazil, Argentina, and South Africa. This has led to an increase in the consumption of food colors, which is projected to continue over the next five years.

“Asia Pacific is projected to witness substantial growth during the forecast period in the food colors market.”

The Asia Pacific food colors market has witnessed robust growth in the food industry. The Asian region is an emerging processed and functional food market, which is growing rapidly. Malnutrition is a major issue in East Asia and the Pacific region, which makes it a potential growth area for functional foods and nutritional & healthcare products. Due to the high demand for these products, the need for food colors with added nutritional benefits is projected to increase, thereby creating an opportunity for food color manufacturers in the region. Global food color manufacturers are focusing on expanding in the Asia Pacific market through new product launches and expansions, as it is considered to be the fastest-growing food color market. In October 2022, IFF opened a new innovation center in Singapore with an investment of USD 30 million to integrate the technologies, capabilities, and expertise of all four business divisions, such as nourish, health & biosciences, scent, and pharma solutions. This investment aimed to strengthen its business and enhance accessibility to customers in greater Asia. In June 2021, Divi's Nutraceuticals an Indian company has launched CaroNat (dark yellow to orange color) food color which is sourced naturally from concentrated beta carotene and carrot juice. It can be used in various food and beverages including the dairy sector.

Break-up of Primaries:

By Company Type: Tier 1 –43%, Tier 2- 41% , Tier 3 – 16%

By Designation: C level – 54%, D level – 46%

By Region: North America – 24%, Europe – 19%, Asia Pacific – 32%, South America - 15%, RoW –10%

Leading players profiled in this report:

Archer Daniels Midland Company (US)

International Flavors & Fragrances Inc. (US)

Sensient Technologies Corporation (US)

DSM (Netherlands)

Naturex (France)

DDW (US)

Döhler Group (Germany)

Fiorio Colori (Italy)

LycoRed (Israel)

Kalsec Inc (US)

Alliance Organics LLP (India)

Horizon Specialities Ltd. (Germany)

Sun Food Tech Pvt. Ltd. (India)

San-Ei Gen F.F.I., Inc. (Japan)

Pharmogana GmbH (Germany)

Chromatech Incorporated (US)

Sunrise Green Food (India)

Proquimac (Spain)

Exberry (Netherlands)

Ajanta Chemical Industries (India)

Research Coverage:

The report segments the food colors market on the basis of type, form, solubility, source, application and region. In terms of insights, this report has focused on various levels of analyses—the competitive landscape, end-use analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the global food colors markets, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

Reasons to buy this report:

- To get a comprehensive overview of the food colors market

- To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them

- To gain insights about the major countries/regions in which the food colors market is flourishing

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 STUDY SCOPE

FIGURE 1 FOOD COLORS MARKET SEGMENTATION

1.3.1 INCLUSIONS AND EXCLUSIONS

TABLE 1 INCLUSIONS AND EXCLUSIONS

1.3.2 GEOGRAPHIC SCOPE

FIGURE 2 REGIONAL SEGMENTATION

1.4 YEARS CONSIDERED

1.5 UNITS CONSIDERED

1.5.1 CURRENCY CONSIDERED

TABLE 2 USD EXCHANGE RATES CONSIDERED, 2019–2022

1.5.2 VOLUME UNIT CONSIDERED

1.6 STAKEHOLDERS

1.7 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 3 FOOD COLORS MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Key data from secondary sources

FIGURE 4 KEY DATA FROM SECONDARY SOURCES

2.1.2 PRIMARY DATA

2.1.2.1 Key data from primary sources

TABLE 3 KEY DATA FROM PRIMARY SOURCES

2.1.2.2 Breakdown of primaries

2.1.2.3 Key industry insights

FIGURE 5 KEY INDUSTRY INSIGHTS

2.2 MARKET SIZE ESTIMATION

2.2.1 TOP-DOWN APPROACH

2.2.2 BOTTOM-UP APPROACH

FIGURE 6 FOOD COLORS MARKET SIZE ESTIMATION

2.3 DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION METHODOLOGY

2.3.1 SUPPLY-SIDE ANALYSIS

FIGURE 8 SUPPLY-SIDE ANALYSIS

2.3.2 DEMAND-SIDE ANALYSIS

2.4 RESEARCH ASSUMPTIONS

2.5 RESEARCH LIMITATIONS & ASSOCIATED RISKS

2.6 RECESSION IMPACT ANALYSIS

2.6.1 MACRO INDICATORS OF RECESSION

FIGURE 9 INDICATORS OF RECESSION

FIGURE 10 GLOBAL INFLATION RATE, 2011—2021

FIGURE 11 GLOBAL GROSS DOMESTIC PRODUCT: 2011–2021 (USD TRILLION)

FIGURE 12 GLOBAL FOOD INGREDIENTS MARKET: PREVIOUS FORECAST VS. RECESSION IMPACT FORECAST

FIGURE 13 RECESSION INDICATORS AND THEIR IMPACT ON FOOD COLORS MARKET

FIGURE 14 GLOBAL FOOD COLORS MARKET: PREVIOUS FORECAST VS. RECESSION IMPACT FORECAST

3 EXECUTIVE SUMMARY

TABLE 4 FOOD COLORS MARKET SNAPSHOT, BY TYPE, 2023 VS. 2028

FIGURE 15 FOOD COLORS MARKET, BY TYPE, 2023 VS. 2028 (USD MILLION)

FIGURE 16 FOOD COLORS MARKET, BY APPLICATION, 2023 VS. 2028 (USD MILLION)

FIGURE 17 FOOD COLORS MARKET, BY SOURCE, 2023 VS. 2028 (USD MILLION)

FIGURE 18 FOOD COLORS MARKET, BY FORM, 2023 VS. 2028 (USD MILLION)

FIGURE 19 FOOD COLORS MARKET SHARE (VALUE), BY REGION, 2023

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR FOOD COLORS MARKET PLAYERS

FIGURE 20 RISE IN DEMAND FOR NATURAL FOOD COLORS DUE TO INCREASED CONSUMER AWARENESS

4.2 ASIA PACIFIC: FOOD COLORS MARKET, BY TYPE & COUNTRY

FIGURE 21 CHINA TO ACCOUNT FOR LARGEST SHARE IN ASIA PACIFIC MARKET IN 2023

4.3 FOOD COLORS MARKET, BY TYPE

FIGURE 22 NATURAL FOOD COLORS TO DOMINATE MARKET DURING FORECAST PERIOD

4.4 FOOD COLORS MARKET, BY APPLICATION

FIGURE 23 APPLICATION IN FOOD PRODUCTS TO DOMINATE OVER BEVERAGES DURING FORECAST PERIOD

4.5 FOOD COLORS MARKET, BY FORM

FIGURE 24 LIQUID COLORS TO REMAIN LARGEST MARKET DURING FORECAST PERIOD

4.6 FOOD COLORS MARKET, BY SOLUBILITY

FIGURE 25 FOOD DYES TO DWARF FOOD LAKES SEGMENT DURING FORECAST PERIOD

4.7 FOOD COLORS MARKET: GROWTH RATE OF MAJOR REGIONAL SUBMARKETS

FIGURE 26 ASIA PACIFIC COUNTRIES TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 27 MARKET DYNAMICS: FOOD COLORS MARKET

5.2.1 DRIVERS

5.2.1.1 Increase in demand for natural and clean-label products

TABLE 5 NATURAL COLORING AGENTS AND THEIR HEALTH BENEFITS

FIGURE 28 US: FACTORS DRIVING GROWTH OF CLEAN-LABEL PURCHASES, 2021

5.2.1.2 Need to enhance product appeal among manufacturers

TABLE 6 USE OF FOOD COLORS TO ENHANCE PRODUCT APPEAL

5.2.1.3 Growing trade, investment, and expenditure in processed food & beverages market

FIGURE 29 TRENDS IN FMCG REVENUES, 2016–2020 (USD BILLION)

5.2.1.4 Technological advancements and growth in R&D activities

5.2.1.4.1 Floral colors gaining market traction

5.2.1.5 Increase in consumer preference for organic products

FIGURE 30 ORGANIC FOOD & BEVERAGES MARKET, 2021 (USD BILLION)

FIGURE 31 TOP FIVE COUNTRIES WITH LARGEST NUMBER OF ORGANIC PRODUCERS, 2020 (MILLION)

5.2.2 RESTRAINTS

5.2.2.1 Health hazards of synthetic colorants

TABLE 7 SYNTHETIC FOOD COLORS AND THEIR HEALTH HAZARDS

5.2.2.2 Stringent regulations on use of colors in food applications

5.2.2.3 Low stability and high cost of natural colors

5.2.3 OPPORTUNITIES

5.2.3.1 Innovative color extractions with use of new raw material sources

5.2.3.2 Increase in ventures undertaken by manufacturers in Asia Pacific and South America

5.2.3.3 Safety reassessment of synthetic food colors

5.2.3.4 Launching of advanced products by manufacturers

5.2.3.4.1 Innovative color shades

5.2.3.4.2 Multi-functional colors

5.2.3.4.3 Colors for improving sensory impact

5.2.3.5 Consumer willingness to pay more for natural colors

5.2.4 CHALLENGES

5.2.4.1 Consumer preference for natural food colors due to labeling mandates for E numbers

TABLE 8 COLORING FOOD, NUTRIENTS, AND HEALTH BENEFITS

TABLE 9 E NUMBERS OF FOOD COLORS

5.2.4.2 Misperception about titanium dioxide among consumers

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.2.1 RESEARCH & PRODUCT DEVELOPMENT

6.2.2 SOURCING & PRODUCTION

6.2.3 MARKETING & SALES AND LOGISTICS

FIGURE 32 VALUE CHAIN ANALYSIS: SOURCING AND PRODUCTION OF FOOD COLORS TO BE KEY CONTRIBUTORS

6.3 TECHNOLOGY ANALYSIS

6.3.1 MICROENCAPSULATION TECHNOLOGY

6.3.2 NON-THERMAL TREATMENTS: HPP & PEF ENHANCE COLOR RETENTION

6.3.3 OTHER TECHNOLOGIES

6.4 PRICING ANALYSIS

6.4.1 AVERAGE SELLING PRICE TREND ANALYSIS

TABLE 10 FOOD COLORS MARKET: AVERAGE SELLING PRICES, BY TYPE, 2022 (USD/KG)

TABLE 11 FOOD COLORS MARKET: AVERAGE SELLING PRICES, BY REGION, 2022 (USD/KG)

6.5 ECOSYSTEM MAPPING: FOOD COLORS MARKET

6.5.1 DEMAND-SIDE ECOSYSTEM

6.5.2 SUPPLY-SIDE ECOSYSTEM

FIGURE 33 FOOD COLORS MARKET ECOSYSTEM

TABLE 12 FOOD COLORS MARKET: ECOSYSTEM MAPPING

6.6 TRENDS IMPACTING CUSTOMERS' BUSINESS

FIGURE 34 FOOD COLORS MARKET: TRENDS IMPACTING BUYERS

6.7 PATENT ANALYSIS

FIGURE 35 NUMBER OF PATENTS GRANTED BETWEEN 2012 AND 2022

TABLE 13 PATENTS PERTAINING TO FOOD COLORS, 2020–2022

6.8 TRADE DATA

TABLE 14 IMPORT AND EXPORT VALUE OF FOOD COLORS, BY COUNTRY, 2021
(USD MILLION)

TABLE 15 IMPORT AND EXPORT VOLUME OF FOOD COLORS, BY COUNTRY,
2021 (KG)

6.9 KEY CONFERENCES & EVENTS

TABLE 16 KEY CONFERENCES & EVENTS, 2023–2024

6.10 PORTER'S FIVE FORCES ANALYSIS

TABLE 17 FOOD COLORS MARKET: PORTER'S FIVE FORCES ANALYSIS

6.10.1 DEGREE OF COMPETITION

6.10.2 BARGAINING POWER OF SUPPLIERS

6.10.3 BARGAINING POWER OF BUYERS

6.10.4 THREAT FROM SUBSTITUTES

6.10.5 THREAT FROM NEW ENTRANTS

6.11 CASE STUDIES

6.11.1 ALLERGEN SENSORS FOR CONSUMERS

6.11.2 SENSORY EXPERIENCE TO REMAIN KEY PRIORITY FOR CONSUMERS

6.12 KEY STAKEHOLDERS AND BUYING CRITERIA

6.12.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 36 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR FOOD
COLOR TYPES

TABLE 18 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR FOOD
COLOR TYPES

6.12.2 KEY BUYING CRITERIA

FIGURE 37 KEY BUYING CRITERIA FOR TYPES OF FOOD COLORS

6.13 TRADE AND REGULATORY LANDSCAPE

TABLE 19 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER
ORGANIZATIONS

6.13.1 MEXICO

6.13.1.1 Mexican Food Regulations

6.13.2 BRAZIL

6.13.2.1 Brazilian Health Regulatory Agency (ANVISA)

6.13.2.1.1 Section II Food Additive Regulations

6.13.2.2 Brazilian Food Regulations and Standards

6.13.3 ARGENTINA

6.13.3.1 The Argentina Food Safety Act

6.13.4 REST OF SOUTH AMERICA

6.13.5 EUROPE

6.13.5.1 Food and Agricultural Import Regulations and Standards (Berlin, Germany)

6.13.5.2 Food and Agriculture Imports Regulations and Standards (France)

6.13.5.3 Italy

6.13.6 CHINA

6.13.7 INDIA

6.13.8 JAPAN

6.13.8.1 Japanese Ministry of Health, Labour and Welfare

6.13.8.2 Japan Food Chemical Research Foundation (JFCRF)

6.13.9 SOUTH KOREA

6.13.9.1 Ministry of Food and Drug Safety (MFDS)

6.13.10 AUSTRALIA & NEW ZEALAND

6.13.10.1 Australia New Zealand Food Standards Code - Standard 1.3.1 - Food Additives

6.13.11 MIDDLE EAST

6.13.11.1 Food, Agricultural, and Water Import Regulations, and Standards - Dubai, United Arab Emirates

7 FOOD COLORS MARKET, BY TYPE

7.1 INTRODUCTION

FIGURE 38 FOOD COLORS MARKET, BY TYPE, 2023 VS. 2028 (USD MILLION)

TABLE 20 FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 21 FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 22 FOOD COLORS MARKET, BY TYPE, 2019–2022 (KT)

TABLE 23 FOOD COLORS MARKET, BY TYPE, 2023–2028 (KT)

TABLE 24 NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2019–2022 (USD MILLION)

TABLE 25 NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2023–2028 (USD MILLION)

TABLE 26 SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2019–2022 (USD MILLION)

TABLE 27 SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2023–2028 (USD MILLION)

7.2 NATURAL COLORS

7.2.1 INCREASE IN FOOD QUALITY AND SAFETY AWARENESS AMONG CONSUMERS

TABLE 28 COMMONLY USED EXEMPT COLORS & THEIR APPLICATIONS

FIGURE 39 CARMINE TO LEAD AMONG NATURAL COLORS MARKET THROUGH 2028 (USD MILLION)

TABLE 29 NATURAL FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 30 NATURAL FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 31 NATURAL FOOD COLORS MARKET, BY REGION, 2019–2022 (KT)

TABLE 32 NATURAL FOOD COLORS MARKET, BY REGION, 2023–2028 (KT)

7.2.2 CARMINE

TABLE 33 CARMINE MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 34 CARMINE MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.3 ANTHOCYANINS

TABLE 35 ANTHOCYANINS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 36 ANTHOCYANINS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.4 CARAMEL

TABLE 37 CARAMEL MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 38 CARAMEL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.5 ANNATTO

TABLE 39 ANNATTO MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 40 ANNATTO MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.6 CAROTENOIDS

TABLE 41 CAROTENOIDS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 42 CAROTENOIDS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.7 CHLOROPHYLL

TABLE 43 CHLOROPHYLL MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 44 CHLOROPHYLL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.8 SPIRULINA

TABLE 45 SPIRULINA MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 46 SPIRULINA MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.9 OTHER NATURAL COLORS

TABLE 47 OTHER NATURAL FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 48 OTHER NATURAL FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3 SYNTHETIC

7.3.1 HIGH ADOPTION AND EXTENSIVE COLOR PALETTE OFFERED BY SYNTHETIC COLORS

TABLE 49 E NUMBER OF COLORS

TABLE 50 SYNTHETIC COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 51 SYNTHETIC COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 52 SYNTHETIC COLORS MARKET, BY REGION, 2019–2022 (KT)

TABLE 53 SYNTHETIC COLORS MARKET, BY REGION, 2023–2028 (KT)

7.3.2 BLUE

TABLE 54 BLUE FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 55 BLUE FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.3 RED

TABLE 56 RED FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 57 RED FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.4 YELLOW

TABLE 58 YELLOW FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 59 YELLOW FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.5 GREEN

TABLE 60 GREEN FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 61 GREEN FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.6 AMARANTH

TABLE 62 AMARANTH MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 63 AMARANTH MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.7 CARMOISINE

TABLE 64 CARMOISINE MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 65 CARMOISINE MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.8 OTHER SYNTHETIC COLORS

TABLE 66 OTHER SYNTHETIC FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 67 OTHER SYNTHETIC FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.4 NATURE-IDENTICAL

7.4.1 LOW HEALTH IMPACT OF NATURE-IDENTICAL COLORS AND COST-EFFECTIVENESS OVER NATURAL COLORS

TABLE 68 NATURE-IDENTICAL FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 69 NATURE-IDENTICAL FOOD COLORS MARKET, BY REGION, 2023–2028
(USD MILLION)

TABLE 70 NATURE-IDENTICAL FOOD COLORS MARKET, BY REGION, 2019–2022
(KT)

TABLE 71 NATURE-IDENTICAL FOOD COLORS MARKET, BY REGION, 2023–2028
(KT)

8 FOOD COLORS MARKET, BY SOURCE

8.1 INTRODUCTION

FIGURE 40 FOOD COLORS MARKET, BY SOURCE, 2023 VS. 2028 (USD MILLION)

TABLE 72 FOOD COLORS MARKET, BY SOURCE, 2019–2022 (USD MILLION)

TABLE 73 FOOD COLORS MARKET, BY SOURCE, 2023–2028 (USD MILLION)

TABLE 74 FOOD COLORS MARKET, BY SOURCE, 2019–2022 (KT)

TABLE 75 FOOD COLORS MARKET, BY SOURCE, 2023–2028 (KT)

8.2 PLANTS & ANIMALS

8.2.1 INCREASE IN CONSUMER DEMAND FOR NATURAL INGREDIENTS AND
SUSTAINABLE, ETHICAL PRODUCTION METHODS

TABLE 76 PLANT & ANIMAL SOURCES MARKET, BY REGION, 2019–2022 (USD
MILLION)

TABLE 77 PLANT & ANIMAL SOURCES MARKET, BY REGION, 2023–2028 (USD
MILLION)

8.3 MINERALS & CHEMICALS

8.3.1 PETROLEUM, PETROCHEMICALS, AND MINERAL COMPOUNDS USED IN
FOOD AND PHARMACEUTICAL INDUSTRIES

TABLE 78 MINERAL & CHEMICAL SOURCES MARKET, BY REGION, 2019–2022
(USD MILLION)

TABLE 79 MINERAL & CHEMICAL SOURCES MARKET, BY REGION, 2023–2028
(USD MILLION)

8.4 MICROORGANISMS

8.4.1 PROMISING ALTERNATIVE TO SYNTHETIC FOOD COLORANTS

TABLE 80 MICROORGANISM SOURCES MARKET, BY REGION, 2019–2022 (USD
MILLION)

TABLE 81 MICROORGANISM SOURCES MARKET, BY REGION, 2023–2028 (USD
MILLION)

9 FOOD COLORS MARKET, BY FORM

9.1 INTRODUCTION

FIGURE 41 LIQUID FORM TO BE LARGEST AMONG FORMS DURING FORECAST PERIOD

TABLE 82 FOOD COLORS MARKET, BY FORM, 2019–2022 (USD MILLION)

TABLE 83 FOOD COLORS MARKET, BY FORM, 2023–2028 (USD MILLION)

9.2 LIQUID

9.2.1 EASE OF USE AND INCREASE IN APPLICATION FOR FURTHER BLENDING AND FORMULATION OF NEW FOOD COLORS

TABLE 84 LIQUID FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 85 LIQUID FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

9.3 POWDER

9.3.1 DIVERSE COLOR PROFILE FACILITATED BY POWDERED COLORS

TABLE 86 POWDER-BASED FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 87 POWDER-BASED FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

9.4 GEL

9.4.1 LONGER SHELF LIFE AND WIDE COLOR PALETTE OFFERED IN GEL FORM

TABLE 88 GEL-BASED FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 89 GEL-BASED FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

10 FOOD COLORS MARKET, BY SOLUBILITY

10.1 INTRODUCTION

FIGURE 42 FOOD COLORS MARKET, BY SOLUBILITY, 2023 VS. 2028 (USD MILLION)

TABLE 90 FOOD COLORS MARKET, BY SOLUBILITY, 2019–2022 (USD MILLION)

TABLE 91 FOOD COLORS MARKET, BY SOLUBILITY, 2023–2028 (USD MILLION)

10.2 DYES

10.2.1 HIGH GROWTH OF FOOD & BEVERAGE INDUSTRY AND GLOBAL DEMAND FOR NATURAL FOOD INGREDIENTS

10.3 LAKES

10.3.1 INCREASED APPLICABILITY OF LAKES IN DYNAMIC BAKERY AND CONFECTIONERY INDUSTRY

TABLE 92 EU: APPROVED LAKES COLORS

11 FOOD COLORS MARKET, BY APPLICATION

11.1 INTRODUCTION

FIGURE 43 FOOD COLORS MARKET, BY APPLICATION, 2023 VS. 2028 (USD MILLION)

TABLE 93 FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 94 FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 95 FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 96 FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 97 BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 98 BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

11.2 FOOD PRODUCTS

11.2.1 RAPID GROWTH OF FOOD SECTORS GLOBALLY

FIGURE 44 COLORS IN PROCESSED FOOD TO DOMINATE AMONG FOOD PRODUCTS THROUGH 2028

TABLE 99 FOOD PRODUCT APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 100 FOOD PRODUCT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2.2 PROCESSED FOOD PRODUCTS

TABLE 101 PROCESSED FOOD PRODUCT APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 102 PROCESSED FOOD PRODUCT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2.3 BAKERY & CONFECTIONERY PRODUCTS

TABLE 103 BAKERY & CONFECTIONERY APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 104 BAKERY & CONFECTIONERY APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2.4 MEAT, POULTRY, AND SEAFOOD

TABLE 105 MEAT, POULTRY, AND SEAFOOD APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 106 MEAT, POULTRY, AND SEAFOOD APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2.5 OILS & FATS

TABLE 107 OIL & FAT APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 108 OIL & FAT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2.6 DAIRY PRODUCTS

TABLE 109 DAIRY PRODUCT APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 110 DAIRY PRODUCT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2.7 OTHER FOOD PRODUCTS

TABLE 111 OTHER FOOD PRODUCT APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 112 OTHER FOOD PRODUCT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.3 BEVERAGES

11.3.1 AVAILABILITY OF NEW, REFRESHING, AND HEALTHIER JUICES AND BEVERAGES

TABLE 113 BEVERAGE APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 114 BEVERAGE APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.3.2 JUICE & JUICE CONCENTRATES

TABLE 115 JUICE & JUICE CONCENTRATE APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 116 JUICE & JUICE CONCENTRATE APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.3.3 FUNCTIONAL DRINKS

TABLE 117 FUNCTIONAL DRINK APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 118 FUNCTIONAL DRINK APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.3.4 CARBONATED SOFT DRINKS

TABLE 119 FOOD COLOR TYPES USED IN SOFT DRINKS

TABLE 120 CARBONATED SOFT DRINK APPLICATIONS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 121 CARBONATED SOFT DRINK APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

11.3.5 ALCOHOLIC BEVERAGES

TABLE 122 ALCOHOLIC BEVERAGE APPLICATIONS MARKET, BY REGION,

2019–2022 (USD MILLION)

TABLE 123 ALCOHOLIC BEVERAGE APPLICATIONS MARKET, BY REGION,
2023–2028 (USD MILLION)

12 FOOD COLORS MARKET, BY REGION

12.1 INTRODUCTION

FIGURE 45 US TO ACCOUNT FOR LARGEST SHARE IN FOOD COLORS MARKET,
2023

TABLE 124 FOOD COLORS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 125 FOOD COLORS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 126 FOOD COLORS MARKET, BY REGION, 2019–2022 (KT)

TABLE 127 FOOD COLORS MARKET, BY REGION, 2023–2028 (KT)

12.2 NORTH AMERICA

FIGURE 46 NORTH AMERICA: MARKET SNAPSHOT

TABLE 128 NORTH AMERICA: FOOD COLORS MARKET, BY COUNTRY, 2019–2022
(USD MILLION)

TABLE 129 NORTH AMERICA: FOOD COLORS MARKET, BY COUNTRY, 2023–2028
(USD MILLION)

TABLE 130 NORTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2019–2022
(USD MILLION)

TABLE 131 NORTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2023–2028
(USD MILLION)

TABLE 132 NORTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (KT)

TABLE 133 NORTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (KT)

TABLE 134 NORTH AMERICA: NATURAL FOOD COLORS MARKET, BY SUBTYPE,
2019–2022 (USD MILLION)

TABLE 135 NORTH AMERICA: NATURAL FOOD COLORS MARKET, BY SUBTYPE,
2023–2028 (USD MILLION)

TABLE 136 NORTH AMERICA: SYNTHETIC FOOD COLORS MARKET, BY
SUBTYPE, 2019–2022 (USD MILLION)

TABLE 137 NORTH AMERICA: SYNTHETIC FOOD COLORS MARKET, BY
SUBTYPE, 2023–2028 (USD MILLION)

TABLE 138 NORTH AMERICA: FOOD COLORS MARKET, BY FORM, 2019–2022
(USD MILLION)

TABLE 139 NORTH AMERICA: FOOD COLORS MARKET, BY FORM, 2023–2028
(USD MILLION)

TABLE 140 NORTH AMERICA: FOOD COLORS MARKET, BY SOURCE, 2019–2022
(USD MILLION)

TABLE 141 NORTH AMERICA: FOOD COLORS MARKET, BY SOURCE, 2023–2028
(USD MILLION)

TABLE 142 NORTH AMERICA: FOOD COLORS MARKET, BY APPLICATION,
2019–2022 (USD MILLION)

TABLE 143 NORTH AMERICA: FOOD COLORS MARKET, BY APPLICATION,
2023–2028 (USD MILLION)

TABLE 144 NORTH AMERICA: FOOD PRODUCT APPLICATIONS MARKET, BY
SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 145 NORTH AMERICA: FOOD PRODUCT APPLICATIONS MARKET, BY
SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 146 NORTH AMERICA: BEVERAGE APPLICATIONS MARKET, BY
SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 147 NORTH AMERICA: BEVERAGE APPLICATIONS MARKET, BY
SUBAPPLICATION, 2023–2028 (USD MILLION)

12.2.1 NORTH AMERICA: RECESSION IMPACT ANALYSIS

12.2.2 US

12.2.2.1 Presence of key players and well-established food & beverage industries

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

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

TABLE 150 US: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD
MILLION)

TABLE 151 US: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD
MILLION)

12.2.3 CANADA

12.2.3.1 Increase in consumer preference for clean-label food products to encourage
natural food colors

TABLE 152 CANADA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD
MILLION)

TABLE 153 CANADA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD
MILLION)

TABLE 154 CANADA: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD
MILLION)

TABLE 155 CANADA: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD
MILLION)

12.2.4 MEXICO

12.2.4.1 High demand for natural food colors

TABLE 156 MEXICO: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD
MILLION)

TABLE 157 MEXICO: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD

MILLION)

TABLE 158 MEXICO: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 159 MEXICO: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.3 EUROPE

TABLE 160 EUROPE: FOOD COLORS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 161 EUROPE: FOOD COLORS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 162 EUROPE: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 163 EUROPE: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 164 EUROPE: FOOD COLORS MARKET, BY TYPE, 2019–2022 (KT)

TABLE 165 EUROPE: FOOD COLORS MARKET, BY TYPE, 2023–2028 (KT)

TABLE 166 EUROPE: NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2019–2022 (USD MILLION)

TABLE 167 EUROPE: NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2023–2028 (USD MILLION)

TABLE 168 EUROPE: SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2019–2022 (USD MILLION)

TABLE 169 EUROPE: SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2023–2028 (USD MILLION)

TABLE 170 EUROPE: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 171 EUROPE: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 172 EUROPE: FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 173 EUROPE: FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 174 EUROPE: BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 175 EUROPE: BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 176 EUROPE: FOOD COLORS MARKET, BY FORM, 2019–2022 (USD MILLION)

TABLE 177 EUROPE: FOOD COLORS MARKET, BY FORM, 2023–2028 (USD

MILLION)

TABLE 178 EUROPE: FOOD COLORS MARKET, BY SOURCE, 2019–2022 (USD MILLION)

TABLE 179 EUROPE: FOOD COLORS MARKET, BY SOURCE, 2023–2028 (USD MILLION)

12.3.1 EUROPE: RECESSION IMPACT ANALYSIS

12.3.2 GERMANY

12.3.2.1 High growth of chemicals and processed foods manufacturing sectors

TABLE 180 GERMANY: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 181 GERMANY: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 182 GERMANY: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 183 GERMANY: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.3.3 UK

12.3.3.1 Steady rise in food & beverage processing sector along with high demand for natural ingredients

TABLE 184 UK: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 185 UK: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 186 UK: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 187 UK: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.3.4 FRANCE

12.3.4.1 Rise in preference for ready-to-eat meals with premium ingredients during pandemic

TABLE 188 FRANCE: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 189 FRANCE: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 190 FRANCE: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 191 FRANCE: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.3.5 ITALY

12.3.5.1 Slowly rising expenditure on food in Italy due to changing lifestyles

TABLE 192 ITALY: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 193 ITALY: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 194 ITALY: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 195 ITALY: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.3.6 SPAIN

12.3.6.1 Well-established processed food sector demanding high-quality food colors

TABLE 196 SPAIN: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 197 SPAIN: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 198 SPAIN: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 199 SPAIN: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.3.7 REST OF EUROPE

TABLE 200 REST OF EUROPE: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 201 REST OF EUROPE: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 202 REST OF EUROPE: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 203 REST OF EUROPE: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.4 ASIA PACIFIC

TABLE 204 ASIA PACIFIC: FOOD COLORS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 205 ASIA PACIFIC: FOOD COLORS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 206 ASIA PACIFIC: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 207 ASIA PACIFIC: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 208 ASIA PACIFIC: FOOD COLORS MARKET, BY TYPE, 2019–2022 (KT)

TABLE 209 ASIA PACIFIC: FOOD COLORS MARKET, BY TYPE, 2023–2028 (KT)

TABLE 210 ASIA PACIFIC: NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2019–2022 (USD MILLION)

TABLE 211 ASIA PACIFIC: NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2023–2028 (USD MILLION)

TABLE 212 ASIA PACIFIC: SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2019–2022 (USD MILLION)

TABLE 213 ASIA PACIFIC: SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2023–2028 (USD MILLION)

TABLE 214 ASIA PACIFIC: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 215 ASIA PACIFIC: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 216 ASIA PACIFIC: FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 217 ASIA PACIFIC: FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 218 ASIA PACIFIC: BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 219 ASIA PACIFIC: BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 220 ASIA PACIFIC: FOOD COLORS MARKET, BY FORM, 2019–2022 (USD MILLION)

TABLE 221 ASIA PACIFIC: FOOD COLORS MARKET, BY FORM, 2023–2028 (USD MILLION)

TABLE 222 ASIA PACIFIC: FOOD COLORS MARKET, BY SOURCE, 2019–2022 (USD MILLION)

TABLE 223 ASIA PACIFIC: FOOD COLORS MARKET, BY SOURCE, 2023–2028 (USD MILLION)

12.4.1 ASIA PACIFIC: RECESSION IMPACT ANALYSIS

12.4.2 CHINA

12.4.2.1 Increase in chemical production and exports

TABLE 224 CHINA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 225 CHINA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 226 CHINA: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 227 CHINA: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.4.3 INDIA

12.4.3.1 Rise in local food color manufacturers and domestic consumption of processed foods

TABLE 228 INDIA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 229 INDIA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 230 INDIA: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 231 INDIA: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD

MILLION)

12.4.4 JAPAN

12.4.4.1 Increase in demand for natural food colors

TABLE 232 JAPAN: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 233 JAPAN: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 234 JAPAN: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 235 JAPAN: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.4.5 AUSTRALIA & NEW ZEALAND

12.4.5.1 Rise in demand for organic and natural food products

TABLE 236 AUSTRALIA & NEW ZEALAND: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 237 AUSTRALIA & NEW ZEALAND: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 238 AUSTRALIA & NEW ZEALAND: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 239 AUSTRALIA & NEW ZEALAND: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.4.6 SOUTH KOREA

12.4.6.1 Robust food processing industries in South Korea

TABLE 240 SOUTH KOREA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 241 SOUTH KOREA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 242 SOUTH KOREA: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 243 SOUTH KOREA: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.4.7 REST OF ASIA PACIFIC

TABLE 244 REST OF ASIA PACIFIC: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 245 REST OF ASIA PACIFIC: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 246 REST OF ASIA PACIFIC: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 247 REST OF ASIA PACIFIC: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.5 SOUTH AMERICA

TABLE 248 SOUTH AMERICA: FOOD COLORS MARKET, BY COUNTRY, 2019–2022
(USD MILLION)

TABLE 249 SOUTH AMERICA: FOOD COLORS MARKET, BY COUNTRY, 2023–2028
(USD MILLION)

TABLE 250 SOUTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2019–2022
(USD MILLION)

TABLE 251 SOUTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2023–2028
(USD MILLION)

TABLE 252 SOUTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (KT)

TABLE 253 SOUTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (KT)

TABLE 254 SOUTH AMERICA: NATURAL FOOD COLORS MARKET, BY SUBTYPE,
2019–2022 (USD MILLION)

TABLE 255 SOUTH AMERICA: NATURAL FOOD COLORS MARKET, BY SUBTYPE,
2023–2028 (USD MILLION)

TABLE 256 SOUTH AMERICA: SYNTHETIC FOOD COLORS MARKET, BY
SUBTYPE, 2019–2022 (USD MILLION)

TABLE 257 SOUTH AMERICA: SYNTHETIC FOOD COLORS MARKET, BY
SUBTYPE, 2023–2028 (USD MILLION)

TABLE 258 SOUTH AMERICA: FOOD COLORS MARKET, BY FORM, 2019–2022
(USD MILLION)

TABLE 259 SOUTH AMERICA: FOOD COLORS MARKET, BY FORM, 2023–2028
(USD MILLION)

TABLE 260 SOUTH AMERICA: FOOD COLORS MARKET, BY SOURCE, 2019–2022
(USD MILLION)

TABLE 261 SOUTH AMERICA: FOOD COLORS MARKET, BY SOURCE, 2023–2028
(USD MILLION)

TABLE 262 SOUTH AMERICA: FOOD COLORS MARKET, BY APPLICATION,
2019–2022 (USD MILLION)

TABLE 263 SOUTH AMERICA: FOOD COLORS MARKET, BY APPLICATION,
2023–2028 (USD MILLION)

TABLE 264 SOUTH AMERICA: FOOD PRODUCT APPLICATIONS MARKET, BY
SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 265 SOUTH AMERICA: FOOD PRODUCT APPLICATIONS MARKET, BY
SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 266 SOUTH AMERICA: BEVERAGE APPLICATIONS MARKET, BY
SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 267 SOUTH AMERICA: BEVERAGE APPLICATIONS MARKET, BY
SUBAPPLICATION, 2023–2028 (USD MILLION)

12.5.1 SOUTH AMERICA: RECESSION IMPACT ANALYSIS

12.5.2 BRAZIL

12.5.2.1 Increase in presence of key food retailers and growth of food processing industries

TABLE 268 BRAZIL: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 269 BRAZIL: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 270 BRAZIL: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 271 BRAZIL: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.5.3 ARGENTINA

12.5.3.1 Growth of food processing sector

TABLE 272 ARGENTINA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 273 ARGENTINA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 274 ARGENTINA: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 275 ARGENTINA: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.5.4 REST OF SOUTH AMERICA

TABLE 276 REST OF SOUTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 277 REST OF SOUTH AMERICA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 278 REST OF SOUTH AMERICA: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 279 REST OF SOUTH AMERICA: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.6 REST OF THE WORLD (ROW)

12.6.1 ROW: RECESSION IMPACT ANALYSIS

TABLE 280 ROW: FOOD COLORS MARKET, BY COUNTRY/REGION, 2019–2022 (USD MILLION)

TABLE 281 ROW: FOOD COLORS MARKET, BY COUNTRY/REGION, 2023–2028 (USD MILLION)

TABLE 282 ROW: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 283 ROW: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 284 ROW: NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2019–2022 (USD MILLION)

TABLE 285 ROW: NATURAL FOOD COLORS MARKET, BY SUBTYPE, 2023–2028

(USD MILLION)

TABLE 286 ROW: SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2019–2022

(USD MILLION)

TABLE 287 ROW: SYNTHETIC FOOD COLORS MARKET, BY SUBTYPE, 2023–2028

(USD MILLION)

TABLE 288 ROW: FOOD COLORS MARKET, BY FORM, 2019–2022 (USD MILLION)

TABLE 289 ROW: FOOD COLORS MARKET, BY FORM, 2023–2028 (USD MILLION)

TABLE 290 ROW: FOOD COLORS MARKET, BY SOURCE, 2019–2022 (USD MILLION)

TABLE 291 ROW: FOOD COLORS MARKET, BY SOURCE, 2023–2028 (USD MILLION)

TABLE 292 ROW: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 293 ROW: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 294 ROW: FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 295 ROW: FOOD PRODUCT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 296 ROW: BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2019–2022 (USD MILLION)

TABLE 297 ROW: BEVERAGE APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

12.6.2 SOUTH AFRICA

12.6.2.1 Growth of food & beverage industry to offer attractive investment opportunities

TABLE 298 SOUTH AFRICA: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 299 SOUTH AFRICA: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 300 SOUTH AFRICA: FOOD COLORS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 301 SOUTH AFRICA: FOOD COLORS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.6.3 MIDDLE EAST

12.6.3.1 Gradual growth in food & beverage sector in this region

TABLE 302 MIDDLE EAST: FOOD COLORS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 303 MIDDLE EAST: FOOD COLORS MARKET, BY TYPE, 2023–2028 (USD

MILLION)

TABLE 304 MIDDLE EAST: FOOD COLORS MARKET, BY APPLICATION, 2019–2022
(USD MILLION)

TABLE 305 MIDDLE EAST: FOOD COLORS MARKET, BY APPLICATION, 2023–2028
(USD MILLION)

12.6.4 REST OF AFRICA

TABLE 306 REST OF AFRICA: FOOD COLORS MARKET, BY TYPE, 2019–2022
(USD MILLION)

TABLE 307 REST OF AFRICA: FOOD COLORS MARKET, BY TYPE, 2023–2028
(USD MILLION)

TABLE 308 REST OF AFRICA: FOOD COLORS MARKET, BY APPLICATION,
2019–2022 (USD MILLION)

TABLE 309 REST OF AFRICA: FOOD COLORS MARKET, BY APPLICATION,
2023–2028 (USD MILLION)

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 REVENUE ANALYSIS OF KEY PLAYERS

FIGURE 47 REVENUE ANALYSIS OF KEY MARKET PLAYERS, 2019–2021 (USD
BILLION)

13.3 MARKET SHARE ANALYSIS

TABLE 310 FOOD COLORS MARKET: DEGREE OF COMPETITION

13.4 STRATEGIES OF TOP FOUR PLAYERS

TABLE 311 FOOD COLORS MARKET: KEY PLAYER STRATEGIES

13.5 COMPANY EVALUATION QUADRANT (KEY PLAYERS)

13.5.1 STARS

13.5.2 PERVASIVE PLAYERS

13.5.3 EMERGING LEADERS

13.5.4 PARTICIPANTS

FIGURE 48 FOOD COLORS MARKET: COMPANY EVALUATION QUADRANT, 2022
(KEY PLAYERS)

13.5.5 PRODUCT FOOTPRINT

TABLE 312 KEY COMPANY FOOTPRINT, BY TYPE

TABLE 313 KEY COMPANY FOOTPRINT, BY SOURCE

TABLE 314 KEY COMPANY FOOTPRINT, BY FORM

TABLE 315 KEY COMPANY FOOTPRINT, BY APPLICATION

TABLE 316 KEY COMPANY FOOTPRINT, BY REGION

TABLE 317 OVERALL KEY COMPANY FOOTPRINT

13.6 COMPANY EVALUATION QUADRANT (STARTUPS/SMES)

13.6.1 PROGRESSIVE COMPANIES

13.6.2 STARTING BLOCKS

13.6.3 RESPONSIVE COMPANIES

13.6.4 DYNAMIC COMPANIES

FIGURE 49 FOOD COLORS MARKET: COMPANY EVALUATION QUADRANT, 2022 (STARTUPS/SMES)

13.6.5 COMPETITIVE BENCHMARKING

TABLE 318 FOOD COLORS MARKET: DETAILED LIST OF KEY STARTUPS/SMES

TABLE 319 STARTUP/SME COMPANY FOOTPRINT, BY TYPE

TABLE 320 STARTUP/SME COMPANY FOOTPRINT, BY SOURCE

TABLE 321 STARTUP/SME COMPANY FOOTPRINT, BY FORM

TABLE 322 STARTUP/SME COMPANY FOOTPRINT, BY SOLUBILITY

TABLE 323 STARTUP/SME COMPANY FOOTPRINT, BY APPLICATION

TABLE 324 STARTUP/SME COMPANY FOOTPRINT, BY REGION

TABLE 325 OVERALL STARTUP/SME COMPANY FOOTPRINT

13.7 NEW PRODUCT LAUNCHES AND DEALS

13.7.1 NEW PRODUCT LAUNCHES

TABLE 326 FOOD COLORS MARKET: NEW PRODUCT LAUNCHES, JANUARY 2019–JANUARY 2023

TABLE 327 FOOD COLORS MARKET: DEALS, OCTOBER 2019–OCTOBER 2022

14 COMPANY PROFILES

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

14.1 KEY PLAYERS

14.1.1 ARCHER DANIELS MIDLAND COMPANY

TABLE 328 ADM: BUSINESS OVERVIEW

FIGURE 50 ADM: COMPANY SNAPSHOT

TABLE 329 ADM: PRODUCTS OFFERED

TABLE 330 ADM: PRODUCT LAUNCHES

14.1.2 INTERNATIONAL FLAVORS & FRAGRANCES INC.

TABLE 331 INTERNATIONAL FLAVORS & FRAGRANCES INC.: BUSINESS OVERVIEW

FIGURE 51 INTERNATIONAL FLAVORS & FRAGRANCES INC.: COMPANY SNAPSHOT

TABLE 332 INTERNATIONAL FLAVORS & FRAGRANCES INC.: PRODUCTS OFFERED

TABLE 333 INTERNATIONAL FLAVORS & FRAGRANCES INC.: OTHER

DEVELOPMENTS

14.1.3 SENSIENT TECHNOLOGIES CORPORATION

TABLE 334 SENSIENT TECHNOLOGIES CORPORATION: BUSINESS OVERVIEW

FIGURE 52 SENSIENT TECHNOLOGIES CORPORATION: COMPANY SNAPSHOT

TABLE 335 SENSIENT TECHNOLOGIES CORPORATION: PRODUCTS OFFERED

TABLE 336 SENSIENT TECHNOLOGIES CORPORATION: DEALS

14.1.4 DSM

TABLE 337 DSM: BUSINESS OVERVIEW

FIGURE 53 DSM: COMPANY SNAPSHOT

TABLE 338 DSM: PRODUCTS OFFERED

14.1.5 NATUREX

TABLE 339 NATUREX: BUSINESS OVERVIEW

TABLE 340 NATUREX: PRODUCTS OFFERED

TABLE 341 NATUREX: NEW PRODUCT LAUNCHES

14.1.6 DDW

TABLE 342 DDW: BUSINESS OVERVIEW

TABLE 343 DDW: PRODUCTS OFFERED

TABLE 344 DDW: DEALS

14.1.7 D?HLER GROUP

TABLE 345 D?HLER GROUP: BUSINESS OVERVIEW

TABLE 346 D?HLER GROUP: PRODUCTS OFFERED

14.1.8 FIORIO COLORI

TABLE 347 FIORIO COLORI: BUSINESS OVERVIEW

TABLE 348 FIORIO COLORI: PRODUCTS OFFERED

14.1.9 LYCORED

TABLE 349 LYCORED: BUSINESS OVERVIEW

TABLE 350 LYCORED: PRODUCTS OFFERED

TABLE 351 LYCORED: OTHER DEVELOPMENTS

14.1.10 KALSEC INC.

TABLE 352 KALSEC INC.: BUSINESS OVERVIEW

TABLE 353 KALSEC INC.: PRODUCTS OFFERED

14.1.11 ALLIANCE ORGANICS LLP

TABLE 354 ALLIANCE ORGANICS LLP: BUSINESS OVERVIEW

TABLE 355 ALLIANCE ORGANICS LLP: PRODUCTS OFFERED

14.1.12 HORIZON SPECIALITIES LTD.

TABLE 356 HORIZON SPECIALITIES LTD.: BUSINESS OVERVIEW

TABLE 357 HORIZON SPECIALITIES LTD.: PRODUCTS OFFERED

14.1.13 SUN FOOD TECH PVT. LTD.

TABLE 358 SUN FOOD TECH PVT. LTD.: BUSINESS OVERVIEW

TABLE 359 SUN FOOD TECH PVT. LTD.: PRODUCTS OFFERED

14.1.14 SAN-EI GEN F.F.I., INC.

TABLE 360 SAN-EI GEN F.F.I., INC.: BUSINESS OVERVIEW**TABLE 361 SAN-EI GEN F.F.I., INC.: PRODUCTS OFFERED****TABLE 362 SAN-EI GEN F.F.I., INC.: PRODUCT LAUNCHES**

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

14.2 OTHER PLAYERS

14.2.1 PHARMOGANA GMBH

14.2.2 CHROMATECH INCORPORATED

14.2.3 SUNRISE GREENFOOD

14.2.4 PROQUIMAC

14.2.5 EXBERRY

14.2.6 AJANTA CHEMICAL INDUSTRIES

15 ADJACENT AND RELATED MARKETS**15.1 INTRODUCTION****TABLE 363 ADJACENT MARKETS TO FOOD COLORS****15.2 LIMITATIONS****15.3 FOOD FLAVORS MARKET**

15.3.1 MARKET DEFINITION

15.3.2 MARKET OVERVIEW

TABLE 364 FLAVORS MARKET, BY APPLICATION, 2019–2021 (USD MILLION)**TABLE 365 FLAVORS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)****15.4 NATURAL COLORS & FLAVORS MARKET**

15.4.1 MARKET DEFINITION

15.4.2 MARKET OVERVIEW

TABLE 366 NATURAL FOOD COLORS MARKET, BY APPLICATION, 2018–2025 (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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