

# **Green Preservatives Market by Type (Natural preservative, Organic Acid, Essential Oil), End-use Industry (Food & beverage, Personal Care & Cosmetic, Industrial Cleaning, Household Cleaning, Pharmaceutical), and Region - Global Forecast to 2028**

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## **Abstracts**

The green preservatives market is poised for significant growth, with a projected value of USD 1.5 billion by 2028, exhibiting a robust CAGR of 7.1% from its 2023 value of USD 1.1 billion. The green preservatives market is witnessing substantial growth, primarily driven by two key factors. One of the main factors is the growing awareness of the possible health and ecological hazards connected with synthetic preservatives and manufacturers to seek ethical and sustainable alternatives to synthetic preservatives. Second, the shifting tastes of customers for sustainable and natural products. These combined forces are propelling the demand for green preservatives in various end-use industries such as food & beverage, personal care & cosmetic, cleaning industry, pharmaceutical, and others.

“Natural preservative segment was the largest type of green preservatives in 2022, in terms of value.”

The natural preservative segment is the largest type in the green preservatives market due to its versatile properties. Consumer preferences are closely aligned with natural preservatives produced from plant extracts and other natural sources, as they are considered safer, and ecologically responsible alternatives to synthetic preservatives. It is widely used in various end-use industries including food & beverage, personal care & cosmetic, cleaning industry, pharmaceutical, and others making it the preferred choice for manufacturers and consumers seeking a balance between quality and affordability.

“Food & beverage segment is estimated to be the largest end-use industry of green preservatives market in 2022, in terms of value.”

The food & beverage segment dominates the green preservatives market due to many vital factors. Greater consumer demand for sustainable and natural products, along with growing awareness of the probable health and environmental concerns resulting from synthetic preservatives, are the driving forces behind this trend. Green preservatives are also becoming increasingly popular in the food and beverage industry because of changing industry standards and regulatory advancements.

“North America is estimated to be the largest green preservatives market in 2022, in terms of value.”

North America held a dominant position in the green preservatives market in 2022, owing to the presence of significant players such as Kemin Industries, Inc., and Dow Inc., who have strengthened the region's standing in this industry. North America is at the forefront of the green preservatives market due to several factors, such as a strong emphasis on sustainability, technical innovation, and increasing consumer demand for natural and eco-friendly products.

In the meticulous process of determining and verifying market sizes for multiple segments and subsegments, extensive primary interviews were conducted. A breakdown of the profiles of the primary interviewees are as follows:

By Company Type: Tier 1 - 69%, Tier 2 - 23%, and Tier 3 - 8%

By Designation: - Director Level - 27%, C-Level - 25%, and Others - 48%

By Region: North America - 32%, Europe - 28%, Asia Pacific - 21%, South America - 12%, and Middle East & Africa - 7%

The key market players illustrated in the report include Kerry Group (Ireland), Kemin Industries, Inc. (US), Corbion N.V. (Netherlands), LANXESS AG (Germany), BASF SE (Germany), International Flavors & Fragrances Inc. (US), Dow Inc. (US), DSM-Firmenich AG (Netherlands), Symrise AG (Germany), Givaudan SA (Switzerland), and Clariant AG (Switzerland).

## Research Coverage

*Green Preservatives Market by Type (Natural preservative, Organic Acid, Essential Oil), End-use Industry (Food...*

This report segments the market for green preservatives on the basis of type, end-use industry, and region, and provides estimations for the overall value (USD Million) of the market across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products & services, key strategies, new product launches, expansions, and mergers & acquisition associated with the market for green preservatives.

### Reasons to buy this report

This research report is focused on various levels of analysis — industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view on the competitive landscape; emerging and high-growth segments of the green preservatives market; high-growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing consumer demand for natural and sustainable products, Rising awareness of the benefits of green preservatives, Growing popularity of organic and clean-label products, Government regulations and incentives), restraints (High cost of green preservatives, Limited availability of green preservatives, Volatility of raw material supplier), opportunities (Expansion into new applications, Development of new green preservatives), and challenges (Competition from synthetic preservatives, Lack of standardization)

**Market Penetration:** Comprehensive information on green preservatives offered by top players in the global green preservatives market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the green preservatives market

**Market Development:** Comprehensive information about lucrative emerging markets — the report analyzes the markets for green preservatives across regions

**Market Diversification:** Exhaustive information about new products, untapped

regions, and recent developments in the global green preservatives market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the green preservatives market

Impact of recession on green preservatives market

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