

Europe Food & Beverage Colorants Market By Type (Natural, Synthetic), By Application (Beverages, Bakery and Confectionary, Meat Products, Dairy Products), By Geography- Global Trends and forecast up to 2019

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Abstracts

The European food and beverages colorants market is estimated to grow at a CAGR of 7.1% from 2014 to 2019. Globally, Europe is one of the most technically advanced regions. The remarkable biotechnological growth in the field of natural colors is driving the European food colors market. These developments have led to the production of better quality and stable food colors in desirable forms. Genetic engineering and advanced molecular biology has enabled the integration of health benefits in different colors and created a hybrid. Techniques such as gas chromatography, spectrometry, colorimeters, and HPLC are widely used to extract, process, and identify natural food colors.

In this report, the European food and beverages colorants market has been segmented by its application in beverages, bakery & confectionery, dairy, and Meat products. The application of food colorants in bakery & confectionery is estimated to grow at the highest CAGR from 2014 to 2019. The report also includes an in-depth analysis of food and beverages colorants market by type, such as Natural and Synthetic.

Germany is the largest food colorants market in Europe with a market share of 20%, followed by France. The U.K. has the highest CAGR for the estimated period. Increase in demand for clean label products and stringent food regulations are driving the European food and beverages colorants market.

Sensient Technologies Corporation (U.S.) has a major share in European food and

beverages colorants market. The other firms like Chr. Hansen (Denmark), Naturex SA (France), and FMC Corporation (U.S.) are competing for larger shares of the market in this region. These companies are developing market strategies like mergers and acquisitions, joint ventures, new product developments, and expansions to increase their market share in the European food and beverages colorants market.

Reasons to Buy the Report:

From an insightful perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high growth segments of the European food and beverages colorants market, high-growth regions, countries, and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on food and beverages colorants offered by the top 10 players in the European market

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the European food and beverages colorants market

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various application of food and beverages colorants across Europe

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the Europe Food and Beverages Colorants Market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the European food and beverages colorants market

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