

# **North America 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**

<https://marketpublishers.com/r/N27CFD8451FEN.html>

Date: April 2015

Pages: 94

Price: US\$ 2,650.00 (Single User License)

ID: N27CFD8451FEN

## **Abstracts**

The North American food & beverage colorants market is estimated to grow at a CAGR of 4.7% from 2014 to 2019. In 2014 the North American market is estimated to lead the global food & beverages colorants. Globally, North America is one of the most technically advanced regions. The remarkable biotechnological growth in the field of natural colors is driving the North American food colorants 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 from different colors and create a hybrid. Techniques such as gas chromatography, spectrometry, colorimeters, and HPLC are widely being used to extract, process, and identify natural food colors.

In this report, the North American food & beverage colorants market has been broadly classified by its application, into beverages, bakery & confectionery, dairy products, and meat products. The application of food colorants in bakery & confectionery sector is projected to grow at the highest CAGR. The in-depth analysis of food & beverages colorants market, by type such as natural and synthetic has also been given in this report.

The U.S. is estimated to be the largest food colorants market in North America in 2014, with share of 66.3%, followed by Canada. Increase in demand for clean label products and stringent food regulations are driving the North American food & beverage colorants market.

Sensient Technologies Corporation (U.S.) accounted for the largest share in the North American market. The other firms such as Chr. Hansen (Denmark), Naturex SA (France), and FMC Corporation (U.S.) are competing for growing food stabilizer colorants market in the region. These companies are developing market strategies such as mergers & acquisitions, joint ventures, new product developments, and expansions so as to increase their share in the North American food & beverage colorants market.

#### Reasons to Buy the Report:

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 North American food & beverages colorants market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will help both established firms as well as new entrants/smaller firms determine the market scenario in terms of competition, which in turn will help the firms in strategize and garner a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market presence, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

**Market presence:** Comprehensive information on food & beverage colorants offered by the top 10 players in the North American market.

**Product development/innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the North American food & beverage colorants market.

**Market development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various application of food & beverage colorants across North America.

**Market diversification:** Exhaustive information about new products, untapped regions, recent developments, and investments in the North American food &

beverage colorants market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the North American food & beverage colorants market.

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