

North America Food & Beverage Preservatives Market by Application (Beverage Products, Meat & Meat Products, Bakery, Confectionery, Extruded Snacks Food, Dairy Products, Fats & Oils), by Type (Synthetic Ingredients market, Natural Ingredients Market), by Function (Antimicrobials, Antioxidants), By Country (U.S., Canada, Mexico) – Analysis & Forecast to 2019

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Abstracts

The North America food and beverage preservatives market is expected to grow at a CAGR of 2.7% from 2014 to 2019. North America has highly regulated policies with respect to commercialization of food products and ingredients. Such regulations have offered profitable growth opportunities for manufacturers to introduce novel preservatives with minimum side-effects on human health. In addition to this, advanced technological growth in the field of food processing resulted in the driving the growth of the North America food & beverage preservatives market.

In this report, the North America food and beverage preservatives market has been broadly classified on the basis of application into oils & fats, bakery, dairy & frozen products, snacks, meat, poultry & seafood, confectionary, and beverages among others. The analysis of food and beverage preservatives market based on type is segmented into natural and synthetic food preservatives.

Among all countries in the North American region, the U.S. food & beverage preservatives market has registered a market share of 77.4% in 2014. An increase in demand for food products with extended shelf life and stringent food regulations are driving the growth of the North America food and beverage preservatives market.

Major companies thriving in this market include Celanese Corporation (U.S.), Royal DSM NV (Netherlands), Danisco A/S (Denmark), and Kerry Group PLC among others.

Reasons to Buy the Report:

From an insider perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, company profiles, which incorporate basic views on the competitive landscape, emerging and high growth segments of the North American food and beverage preservatives market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will aid 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 developing relevant strategies to garner a greater market share. Firms purchasing the report could use any one or combination of five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) mentioned below with an aim of strengthening their market share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on food and beverage preservatives offered by the top 10 players in North America

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the North American food and beverage preservatives market

Market Development: Comprehensive information about emerging markets

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the North American food and beverage preservatives market

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

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF FOOD & BEVERAGE PRESERVATIVES MARKET
- 2.2 ARRIVING AT THE FOOD & BEVERAGE PRESERVATIVES MARKET SIZE
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 BOTTOM-UP APPROACH
 - 2.2.3 DEMAND SIDE APPROACH
 - 2.2.4 MACROINDICATOR-BASED APPROACH
- 2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 FOOD & BEVERAGE PRESERVATIVES MARKET: COMPARISON WITH PARENT MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND SIDE ANALYSIS

5 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION

- 5.1 INTRODUCTION
- 5.2 DEMAND SIDE ANALYSIS
- 5.3 FOOD & BEVERAGE PRESERVATIVES IN BEVERAGE PRODUCTS, BY GEOGRAPHY
- 5.4 FOOD & BEVERAGE PRESERVATIVES IN MEAT & MEAT PRODUCTS, BY GEOGRAPHY

- 5.5 FOOD & BEVERAGE PRESERVATIVES IN BAKERY, BY GEOGRAPHY
- 5.6 FOOD & BEVERAGE PRESERVATIVES IN CONFECTIONERY, BY GEOGRAPHY
- 5.7 FOOD & BEVERAGE PRESERVATIVES IN EXTRUDED SNACKS FOOD, BY GEOGRAPHY
- 5.8 FOOD & BEVERAGE PRESERVATIVES IN DAIRY PRODUCTS, BY GEOGRAPHY
- 5.9 FOOD & BEVERAGE PRESERVATIVES IN FATS & OILS, BY GEOGRAPHY

6 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE

- 6.1 INTRODUCTION
- 6.2 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, TYPE COMPARISON WITH FOOD & BEVERAGE INGREDIENTS MARKET
- 6.3 NORTH AMERICA SYNTHETIC INGREDIENTS MARKET, BY GEOGRAPHY
- 6.4 NORTH AMERICA NATURAL INGREDIENTS MARKET, BY GEOGRAPHY
- 6.5 SNEAK VIEW: NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE

7 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION

- 7.1 INTRODUCTION
- 7.2 NORTH AMERICA ANTIMICROBIALS MARKET, BY GEOGRAPHY
- 7.3 NORTH AMERICA ANTIOXIDANTS MARKET, BY GEOGRAPHY

8 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY GEOGRAPHY

- 8.1 INTRODUCTION
- 8.2 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET
 - 8.2.1 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION
 - 8.2.2 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE
 - 8.2.3 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION
- 8.3 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET
 - 8.3.1 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION
 - 8.3.2 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE
 - 8.3.3 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION
- 8.4 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET
 - 8.4.1 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION

- 8.4.2 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE
- 8.4.3 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION

9 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: COMPETITIVE LANDSCAPE

- 9.1 FOOD & BEVERAGE PRESERVATIVES MARKET: COMPANY SHARE ANALYSIS
- 9.2 COMPANY PRESENCE IN FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE
- 9.3 MERGERS & ACQUISITIONS
- 9.4 EXPANSIONS
- 9.5 INVESTMENTS

10 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY COMPANY

(Overview, Financials, Products & Services, Strategy, and Developments)*

- 10.1 CELANESE CORPORATION
- 10.2 DANISCO A/S
- 10.3 ROYAL DSM N.V.
- 10.4 PURAC BIOCHEM B.V.
- 10.5 KERRY GROUP

*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

11 APPENDIX

- 11.1 CUSTOMIZATION OPTIONS
 - 11.1.1 PRODUCT TYPE OFFERINGS
 - 11.1.2 MARKET TRENDS
 - 11.1.3 LEGISLATION IMPACT
 - 11.1.4 RELATED MARKET ANALYSIS
- 11.2 RELATED REPORTS
- 11.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
 - 11.3.1 RT SNAPSHOTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL FOOD & BEVERAGE PRESERVATIVES PEER MARKET SIZE, 2014 (USD MN)

Table 2 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES APPLICATION MARKET, 2014 (KT)

Table 3 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: MACRO INDICATORS, BY GEOGRAPHY, 2014 (THOUSANDS)

Table 4 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2014-2019 (USD MN)

Table 5 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2014-2019 (KT)

Table 6 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: DRIVERS AND INHIBITORS

Table 7 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 8 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (KT)

Table 9 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (USD MN)

Table 10 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (KT)

Table 11 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (USD MN)

Table 12 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (KT)

Table 13 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 14 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY GEOGRAPHY, 2013-2019 (KT)

Table 15 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: COMPARISON WITH APPLICATION MARKETS, 2013-2019 (USD MN)

Table 16 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 17 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (KT)

Table 18 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN BEVERAGE

PRODUCTS, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 19 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN BEVERAGE PRODUCTS, BY GEOGRAPHY, 2013-2019 (KT)

Table 20 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN MEAT & MEAT PRODUCTS, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 21 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN MEAT & MEAT PRODUCTS, BY GEOGRAPHY, 2013-2019 (KT)

Table 22 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN BAKERY, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 23 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN BAKERY, BY GEOGRAPHY, 2013-2019 (KT)

Table 24 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN CONFECTIONERY, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 25 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN CONFECTIONERY, BY GEOGRAPHY, 2013-2019 (KT)

Table 26 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN EXTRUDED SNACKS FOOD, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 27 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN EXTRUDED SNACKS FOOD, BY GEOGRAPHY, 2013-2019 (KT)

Table 28 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN DAIRY PRODUCTS, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 29 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN DAIRY PRODUCTS, BY GEOGRAPHY, 2013-2019 (KT)

Table 30 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN FATS & OILS, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 31 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES IN FATS & OILS, BY GEOGRAPHY, 2013-2019 (KT)

Table 32 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (USD MN)

Table 33 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (KT)

Table 34 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: TYPE COMPARISON WITH PARENT MARKET, 2014–2019 (USD MN)

Table 35 NORTH AMERICA SYNTHETIC INGREDIENTS MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 36 NORTH AMERICA SYNTHETIC INGREDIENTS MARKET, BY GEOGRAPHY, 2013–2019 (KT)

Table 37 NORTH AMERICA NATURAL INGREDIENTS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 38 NORTH AMERICA NATURAL INGREDIENTS MARKET, BY GEOGRAPHY, 2013-2019 (KT)

Table 39 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (USD MN)

Table 40 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (KT)

Table 41 NORTH AMERICA ANTIMICROBIALS MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 42 NORTH AMERICA ANTIMICROBIALS MARKET, BY GEOGRAPHY, 2013–2019 (KT)

Table 43 NORTH AMERICA ANTIOXIDANTS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 44 NORTH AMERICA ANTIOXIDANTS MARKET, BY GEOGRAPHY, 2013-2019 (KT)

Table 45 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 46 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY GEOGRAPHY, 2013-2019 (KT)

Table 47 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 48 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (KT)

Table 49 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (USD MN)

Table 50 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (KT)

Table 51 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (USD MN)

Table 52 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (KT)

Table 53 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 54 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (KT)

Table 55 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (USD MN)

Table 56 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (KT)

Table 57 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION,

2013-2019 (USD MN)

Table 58 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (KT)

Table 59 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 60 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (KT)

Table 61 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (USD MN)

Table 62 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (KT)

Table 63 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (USD MN)

Table 64 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2013-2019 (KT)

Table 65 FOOD & BEVERAGE PRESERVATIVES MARKET: COMPANY SHARE ANALYSIS, 2014 (%)

Table 66 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: MERGERS & ACQUISITIONS

Table 67 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: EXPANSIONS

Table 68 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: INVESTMENTS

Table 69 CELANESE CORPORATION: KEY OPERATIONS DATA, 2009 - 2013 (USD MN)

Table 70 DANISCO A/S: KEY FINANCIALS DATA, 2009 - 2014 (USD MN)

Table 71 ROYAL DSM N.V.: KEY OPERATIONS DATA, 2009 - 2014 (USD MN)

Table 72 PURAC BIOCHEM B.V.: KEY FINANCIALS, 2009-2013 (USD MN)

List Of Figures

LIST OF FIGURES

Figure 1 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: SEGMENTATION & COVERAGE

Figure 2 FOOD & BEVERAGE PRESERVATIVES MARKET: INTEGRATED ECOSYSTEM

Figure 3 RESEARCH METHODOLOGY

Figure 4 TOP-DOWN APPROACH

Figure 5 BOTTOM-UP APPROACH

Figure 6 DEMAND SIDE APPROACH

Figure 7 MACROINDICATOR-BASED APPROACH

Figure 8 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET SNAPSHOT

Figure 9 FOOD & BEVERAGE PRESERVATIVES MARKET: GROWTH ASPECTS

Figure 10 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2014 VS 2019

Figure 11 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES TYPES, BY GEOGRAPHY, 2014 (USD MN)

Figure 12 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES FUNCTIONS, BY GEOGRAPHY, 2014 (USD MN)

Figure 13 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: GROWTH ANALYSIS, BY TYPE, 2014–2019 (%)

Figure 14 FOOD & BEVERAGE PRESERVATIVES: APPLICATION MARKET SCENARIO

Figure 15 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2014-2019 (USD MN)

Figure 16 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2014-2019 (KT)

Figure 17 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET IN BEVERAGE PRODUCTS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 18 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET IN MEAT & MEAT PRODUCTS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 19 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET IN BAKERY, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 20 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET IN CONFECTIONERY, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 21 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET IN

EXTRUDED SNACKS FOOD, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 22 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET IN DAIRY PRODUCTS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 23 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET IN FATS & OILS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 24 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2014 - 2019 (USD MN)

Figure 25 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2014 & 2019 (KT)

Figure 26 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: TYPE COMPARISON WITH FOOD & BEVERAGE INGREDIENTS MARKET, 2014–2019 (USD MN)

Figure 27 NORTH AMERICA SYNTHETIC INGREDIENTS MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Figure 28 NORTH AMERICA NATURAL INGREDIENTS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 29 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2014 - 2019 (USD MN)

Figure 30 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2014 & 2019 (KT)

Figure 31 NORTH AMERICA ANTIMICROBIALS MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Figure 32 NORTH AMERICA ANTIOXIDANTS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 33 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2014-2019 (USD MN)

Figure 34 NORTH AMERICA FOOD & BEVERAGE PRESERVATIVES MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2014-2019 (KT)

Figure 35 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET OVERVIEW, 2014 & 2019 (%)

Figure 36 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 37 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET: APPLICATION SNAPSHOT

Figure 38 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2013-2019 (USD MN)

Figure 39 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET SHARE, BY TYPE, 2013-2019 (%)

Figure 40 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION,

2014 - 2019 (USD MN)

Figure 41 U.S. FOOD & BEVERAGE PRESERVATIVES MARKET SHARE, BY FUNCTION, 2013-2019 (%)

Figure 42 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET OVERVIEW, 2014 & 2019 (%)

Figure 43 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 44 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET: APPLICATION SNAPSHOT

Figure 45 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2014 - 2019 (USD MN)

Figure 46 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET SHARE, BY TYPE, 2013-2019 (%)

Figure 47 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2014 - 2019 (USD MN)

Figure 48 CANADA FOOD & BEVERAGE PRESERVATIVES MARKET SHARE, BY FUNCTION, 2013-2019 (%)

Figure 49 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET OVERVIEW, 2014 & 2019 (%)

Figure 50 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 51 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET: APPLICATION SNAPSHOT

Figure 52 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY TYPE, 2014 - 2019 (USD MN)

Figure 53 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET SHARE, BY TYPE, 2013-2019 (%)

Figure 54 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET, BY FUNCTION, 2014 - 2019 (USD MN)

Figure 55 MEXICO FOOD & BEVERAGE PRESERVATIVES MARKET SHARE, BY FUNCTION, 2013-2019 (%)

Figure 56 FOOD & BEVERAGE PRESERVATIVES MARKET: COMPANY SHARE ANALYSIS, 2014 (%)

Figure 57 FOOD & BEVERAGE PRESERVATIVES: COMPANY PRODUCT COVERAGE, BY TYPE, 2014

Figure 58 CELANESE CORPORATION: REVENUE MIX, 2013 (%)

Figure 59 DANISCO A/S: REVENUE MIX, 2013 (%)

Figure 60 ROYAL DSM N.V., REVENUE MIX, 2013 (%)

Figure 61 PURAC BIOCHEM B.V. REVENUE MIX, 2013 (%)

Figure 62 KERRY GROUP, REVENUE MIX, 2014 (%)

Figure 63 PURAC BIOCHEM B.V.: KEY FINANCIALS, 2009 - 2013 (USD MN)

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