

# **North America Food & Beverages Texturants Market by Application (Frozen Desserts, Bakery & Confectionery, Sauces, Dressings & Condiments, Beverages, Meat & Poultry Products, Snacks & Savory), by Function (Thickening Texturants, Gelling Texturants, Emulsifying Texturants, Stabilizing Texturants), by Geography (U.S., Canada, Mexico) - Analysis and Forecast to 2019**

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## **Abstracts**

The North American food & beverages texturants market is estimated to witness a CAGR of 5.3% during the forecast period, 2014 to 2019. The North American food & beverages texturants market is leading the global food & beverages texturants market owing to the increased technological advancements in the North American region. This remarkable technological progression in the field of food processing is fueling the growth of the North American food & beverages texturants market, which has led to the production of better quality food & beverages texturants in desirable forms.

In this report, the North American food & beverages texturants market has been broadly discussed on the basis of its application in frozen desserts, bakery & confectionary, sauces, dressings & condiments, beverages, meat & poultry products, snacks & savory, and others. The application of the food colorants in beverages is estimated to witness the highest CAGR between 2014 and 2019. The in-depth analysis of the North American food & beverages texturants market by function, such as, thickening agents, gelling agents, emulsifying agents, stabilizing agents, and other agents has been given in this report.

The U.S. dominated the North American food & beverages texturants market in 2014. It accounted for a market share of 82.0% in 2014, followed by Mexico. The factors such as, increasing health consciousness, conducting researches relevant to this field, new developments and innovations are driving the growth of the North American food & beverages texturants market.

The E.I. du Pont de Nemours and Company (U.S.) has acquired a major chunk in the North American food & beverages texturants market, in terms of market share while other firms such as Cargill, Inc. (U.S.), Ashland Inc. (U.S.), and CP Kelco (U.S.) are also competing to strengthen their position in the North American food & beverages texturants market. These companies are developing market strategies, such as, mergers & acquisitions, joint ventures, new product developments, and expansions to increase their market share in the North American food & beverages texturants market.

#### Reasons to Buy the Report:

From the insight perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of the top players, company profiles, which together constitute the basic views on the competitive landscape, emerging and high growth segments of the North American food & beverages texturants market, initiatives and regulatory policies of the respective governments, drivers, restraints, and opportunities.

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

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on the food & beverages texturants offered by the top 10 players in the North American food & beverages texturants market.

**Product Development/Innovation:** Detailed insights on the upcoming technologies, research and development activities, and new product launches in the North American food & beverages texturants market.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of the food & beverages texturants across the North American region.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the North American food & beverages texturants market.

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

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