

Food Authenticity Testing Market Outlook 2025-2034: Market Share, and Growth Analysis By Type(PCR (Polymerase Chain Reaction)-Based, Isotope Methods, Immunoassay-Based/ELISA (Enzyme-Linked Immunosorbent Assay), DNA Sequencing/Barcoding, Next-Generation Sequencing, NMR Technique/Molecular Spectrometry, Mass Spectrometry), By Target Testing, By Food Tested

<https://marketpublishers.com/r/F2754321D3E9EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: F2754321D3E9EN

Abstracts

The Food Authenticity Testing Market is valued at USD 11.3 billion in 2025 and is projected to grow at a CAGR of 7.3% to reach USD 21.3 billion by 2034. The Food Authenticity Testing Market is a crucial component of the global food industry, focused on ensuring the integrity and safety of food products. It involves the application of scientific methods to verify that food items are what they claim to be, detecting adulteration, mislabeling, and fraud. With increasing globalization of food supply chains, the risk of food fraud has risen significantly, driving the demand for advanced testing solutions. This market encompasses a wide range of technologies, including spectroscopy, chromatography, and DNA-based methods, used to analyze food composition and identify potential contaminants. Regulatory bodies, food manufacturers, and consumers are increasingly demanding transparency and traceability in food products, leading to the adoption of rigorous testing protocols. The market is driven by the need to protect consumer health, maintain brand reputation, and comply with international food safety standards. The growing awareness of food fraud and the increasing complexity of food supply chains are expected to further propel the growth of this market. This market plays a vital role in maintaining consumer trust and safeguarding the integrity of the food industry.

The Food Authenticity Testing Market has experienced significant growth, driven by heightened consumer awareness and stricter regulatory enforcement. The adoption of rapid testing technologies, such as portable spectroscopy devices and real-time PCR, has become more prevalent, enabling faster and more efficient analysis. There has been a notable increase in the use of blockchain technology for supply chain traceability, providing enhanced transparency and accountability. The market has also seen a rise in the development of customized testing solutions tailored to specific food products and regional requirements. The focus on sustainability has driven the demand for eco-friendly testing methods and reduced waste. Furthermore, the increasing prevalence of online food sales has necessitated robust testing protocols to ensure the authenticity of products sold through e-commerce platforms. The market has also witnessed a surge in collaborative efforts between research institutions, technology providers, and food manufacturers to develop innovative testing solutions. The emphasis on preventative measures and proactive risk management has become a key trend, with companies investing in advanced testing infrastructure. The market's expansion is also fueled by the need to combat food fraud, which has become a significant economic and public health concern.

The Food Authenticity Testing Market is expected to witness continued growth and innovation. The integration of artificial intelligence and machine learning will enable more sophisticated data analysis and predictive modeling, enhancing the accuracy and efficiency of testing. There will be a greater emphasis on developing non-targeted testing methods, capable of detecting unknown adulterants and emerging food fraud techniques. The adoption of advanced imaging technologies, such as hyperspectral imaging and Raman spectroscopy, will provide more detailed and comprehensive food analysis. The market will also see a rise in the development of standardized testing protocols and reference materials, facilitating greater consistency and reliability in testing results. The focus on sustainability will drive the development of more environmentally friendly testing methods and waste reduction strategies. The increasing demand for personalized nutrition and functional foods will necessitate more advanced testing capabilities to verify product claims and ensure quality. The market will see increased collaboration between global regulatory bodies to harmonize food safety standards and combat cross-border food fraud. The expansion of the organic and natural food market will further drive the demand for authenticity testing to verify product claims and maintain consumer trust. The market will also see the expansion of testing services for emerging food products like cultivated meats and alternative proteins.

Key Insights Food Authenticity Testing Market

Increasing adoption of rapid testing technologies, such as portable spectroscopy and real-time PCR, for on-site and immediate food authenticity verification, enhancing efficiency.

Growing integration of blockchain technology for supply chain traceability, providing transparent and secure records of food product origins and processing, boosting consumer trust.

Rising demand for non-targeted testing methods, utilizing advanced analytical techniques to detect unknown adulterants and emerging food fraud practices, ensuring comprehensive analysis.

Expansion of AI and machine learning applications in food authenticity testing, enabling sophisticated data analysis and predictive modeling for enhanced accuracy and efficiency.

Heightened focus on developing standardized testing protocols and reference materials, ensuring consistent and reliable results across the global food industry.

Stringent regulatory enforcement and increasing consumer awareness of food fraud, driving the demand for robust food authenticity testing solutions.

Globalization of food supply chains, increasing the risk of adulteration and mislabeling, necessitating advanced testing technologies.

Growing demand for transparency and traceability in food products, driven by consumer concerns about food safety and quality, requiring detailed analysis.

Technological advancements in analytical techniques, enabling more accurate and efficient detection of food adulteration and mislabeling, improving testing capabilities.

The complexity and diversity of food matrices, coupled with the ever-evolving nature of food fraud, pose significant challenges in developing universally applicable and effective testing methods.

Food Authenticity Testing Market Segmentation

By Type

PCR (Polymerase Chain Reaction)-Based

Isotope Methods

Immunoassay-Based/ELISA (Enzyme-Linked Immunosorbent Assay)

DNA Sequencing/Barcoding

Next-Generation Sequencing

NMR Technique/Molecular Spectrometry

Mass Spectrometry

By Target Testing

Meat Speciation

Country of Origin and Aging

Adulteration Tests

False Labeling

By Food Tested

Meat and Meat Products

Dairy and Dairy Products

Processed Foods

Ingredients

Cereals

Grains

and Pulses

Key Companies Analysed

SGS SA

Intertek Group plc

Eurofins Scientific SE

ALS Limited

LGC Science Group Ltd.

Mérieux Nutrisciences Corporation

Microbac Laboratories Inc.

EMSL Analytical Inc.

Romer Labs Diagnostic GmbH

Genetic ID NA Inc.

Neogen Food and Animal Safety Pvt. Ltd.

AsureQuality Ltd.

Charm Sciences Inc.

Premier Analytical Services

Dairyland Laboratories Ltd.

Bio-Check Ltd.

AES Laboratories Pvt. Ltd.

IEH Laboratories and Consulting Group

Envirologix Inc.

Thermo Fisher Scientific Inc.

National Sanitation Foundation International

Danaher Corporation

Covance Inc.

Bureau Veritas SA

T?V S?D AG

FoodChain ID Group Inc.

QIMA Limited

Symbio Laboratories

Fera Science Limited

Food Forensics Ltd.

Food Authenticity Testing Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Food Authenticity Testing Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Food Authenticity Testing market data and outlook to 2034

United States

Canada

Mexico

Europe — Food Authenticity Testing market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Food Authenticity Testing market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Food Authenticity Testing market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Food Authenticity Testing market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Food Authenticity Testing value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Food Authenticity Testing industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Food Authenticity Testing Market Report

Global Food Authenticity Testing market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Food Authenticity Testing trade, costs, and supply chains

Food Authenticity Testing market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Food Authenticity Testing market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Food Authenticity Testing market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Food Authenticity Testing supply chain analysis

Food Authenticity Testing trade analysis, Food Authenticity Testing market price analysis, and Food Authenticity Testing supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Food Authenticity Testing market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market

tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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