

Flavor Masking Agents Market Forecasts to 2028 – Global Analysis By Type (Sweet Flavor Masking Agents, Bitter Flavor Masking Agents, Salt Flavor Masking Agents, Fat Flavor Masking Agents), Application (Food & Beverages, Pharmaceuticals and Nutraceuticals) and By Geography

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Abstracts

According to Statistics MRC, the Global Flavor Masking Agents Market is accounted for \$211.95 million in 2020 and is expected to reach \$383.67 million by 2028 growing at a CAGR of 7.7% during the forecast period. Factors such as increasing demand for processed foods, growing sports nutrition industry, and rising awareness regarding healthy diet are driving the growth of the market. However, effect of Covid-19 pandemic on the food and beverages industry is hampering the growth of the market.

Flavor masking agents are used to cover undesirable flavor notes in the food products. It is a combination of different agents that work together to mask the undesirable note. Commercial flavor masking agents are a complex mixture of modifiers, enhancers and inhibitors that modifies or enhances certain flavors while inhibits other flavors.

Based on the application, the pharmaceuticals and nutraceuticals segment is anticipated to expand at a rapid pace during the forecast period as the masking of unpleasant flavours in drugs would help to attain patient acceptability. By geography, Asia Pacific is going to have high growth during the forecast period which can be attributed to the increasing adoption of western lifestyle and considerable young population in the region.

Some of the key players profiled in the Flavor Masking Agents Market include Cargill

Inc, Archer Daniels Midland Company, DSM, Symrise AG, Roquette Freres, Keva Flavours Pvt Ltd, Carmi Flavour and Fragrance Co Inc , Firmenich International SA , Givaudan Flavours, Sensient Technologies LLC, FCI Flavours, and GEO Specialty Chemicals.

Types Covered:

Sweet Flavor Masking Agents

Bitter Flavor Masking Agents

Salt Flavor Masking Agents

Fat Flavor Masking Agents

Applications Covered:

Food & Beverages

Pharmaceuticals and Nutraceuticals

Sales Channels Covered:

Direct Sales/Business to Business

Intermediate/Bulk Distributors

Indirect Sales/Business to Customer

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025, and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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