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Food Authenticity Market Forecasts to 2030 – Global Analysis By Food Target Testing (Meat & Meat Products, Dairy & Dairy Products, Processed Foods and Other Food Target Testings), Testing Method, Technology, Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Food Authenticity Market is accounted for $9.009 billion in 2024 and is expected to reach $15.615 billion by 2030 growing at a CAGR of 9.6% during the forecast period. Food authenticity refers to the verification and assurance that food products are genuine, accurately labelled, and free from adulteration or misrepresentation. It ensures the product's origin, composition, and production methods align with claims made by manufacturers or suppliers. Authenticity encompasses factors such as geographic origin, species or variety, production processes, and ingredient integrity. It plays a critical role in consumer trust, regulatory compliance, and combating fraud in the food supply chain, safeguarding quality, safety, and ethical standards in the marketplace.

According to the Food and Drug Association, the global meat protein consumption is projected to grow by 14% by 2030.

Market Dynamics:

Driver:

Rising consumer awareness

Consumers are increasingly concerned about food safety, quality, and authenticity due to health risks associated with adulterated or mislabelled products. This has led to

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higher demand for transparent labelling and certifications to verify product origins and ingredients. Social media and digital platforms amplify awareness by exposing food fraud cases, encouraging consumers to make informed choices. Regulatory bodies have responded with stricter guidelines, pushing manufacturers to adopt authenticity testing. Consequently, businesses investing in food authentication gain consumer trust and a competitive edge, further fuelling market expansion.

Restraint:

Limited awareness in some regions

Consumers in some areas often lack understanding of food fraud risks and the importance of verifying food authenticity. This results in lower demand for authenticity testing and certification services. Additionally, producers and suppliers may not prioritize transparency due to insufficient consumer pressure. The absence of regulatory frameworks or awareness initiatives further complicates the situation. Inadequate education and information on the benefits of food traceability contribute to the slow adoption of authenticity technologies. Consequently, the market struggles to expand in these regions, delaying global progress in ensuring food quality and safety.

Opportunity:

Growth in organic and premium foods

Concerns over the quality and authenticity of the food they eat are growing among consumers, particularly in high-value markets like organic and luxury goods. Strong authenticity testing is necessary since these meals are frequently more expensive, which makes them appealing targets for fraud and adulteration. Stricter compliance requirements have also been put in place by regulatory agencies to guarantee the integrity of products in these categories. The market's growth is further supported by developments in food testing technology, such as spectrometry and DNA analysis. In general, the need for food authenticity solutions is fuelled by consumers' growing preference for clean-label, authentic products.

Threat:

Changes in regulatory policies

Frequent updates or discrepancies in regulations across regions increase the

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complexity and cost of meeting legal standards. Businesses may face delays in certification processes, impacting product launches and market competitiveness. Stricter regulations can also discourage small players due to the high cost of advanced testing and validation methods. Inconsistent enforcement of policies across countries may result in market distortions, favoring non-compliant producers. Moreover, ambiguity or a lack of clarity in regulations can lead to misinterpretation, reducing trust and investment in authenticity technologies.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the food authenticity market, highlighting the importance of ensuring food safety and quality. Disruptions in supply chains increased risks of food fraud, leading to a surge in demand for traceability and authenticity testing solutions. Consumer awareness about food origins and safety standards grew as health concerns intensified during the crisis. Regulatory authorities and food companies strengthened measures to combat fraud and ensure compliance with stringent quality standards. Consequently, the market for food authenticity solutions experienced accelerated growth, driven by increased adoption of advanced technologies like blockchain and DNA-based testing.

The processed foods segment is expected to be the largest during the forecast period

The processed foods segment is expected to account for the largest market share during the forecast period, due to rising concerns about food fraud and safety. Increasing consumer demand for transparency in ingredient sourcing and labelling has compelled manufacturers to adopt advanced authenticity verification methods. Regulatory authorities worldwide are enforcing stricter guidelines to ensure the integrity of processed food products. Technological advancements in spectroscopy, chromatography, and DNA analysis are enhancing the detection of contaminants and fraud in this segment.

The spices and herbs segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the spices and herbs segment is predicted to witness the highest growth rate, due to increasing consumer demand for natural and high-quality ingredients. Adulteration in spices and herbs, such as mixing with low-grade or synthetic substitutes, has heightened the need for stringent quality checks and authenticity verification. Advanced techniques like DNA testing and chromatography are widely

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adopted to ensure product purity and origin. Premium pricing for verified authentic herbs and spices adds economic value to the market. Consequently, this segment remains a key contributor to the overall growth of the food authenticity industry.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to increasing consumer awareness about food safety and quality. Rapid urbanization and rising disposable incomes are driving the demand for authentic and premium food products. Governments in the region are implementing stringent regulations to combat food fraud and ensure compliance with safety standards. Technological advancements in food testing, such as DNA-based methods and mass spectrometry, are further enhancing the detection of adulteration and fraud. Key industries, including dairy, meat, and processed food, are adopting food authenticity measures to build consumer trust and expand their market presence.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by increasing consumer awareness of food safety, rising cases of food fraud, and stringent regulatory frameworks. The demand for transparency in food labelling and sourcing has prompted businesses to adopt advanced authentication technologies, such as DNA testing and spectroscopy. Key sectors include processed foods, meat products, dairy, and beverages, where authenticity assurance is crucial to maintain consumer trust. Collaboration between governments, industry players, and research organizations is fostering innovation in testing methods and compliance solutions. With growing emphasis on clean labels and traceability, the market is poised for steady growth in the coming years.

Key players in the market

Some of the key players profiled in the Food Authenticity Market include Eurofins Scientific, NSF International, Intertek Group, SGS S.A., TUV SUD, DNA Technologies, Romer Labs, Microbac Laboratories, Fera Science Limited, Valens Technology, Inc., LGC Group, Alphalyse, Labcorp, Bureau Veritas, Emsl Analytical, Inc. and Kerry Group.

Key Developments:

In July 2024, Eurofins acquired Labormar, a laboratory headquartered in Barranquilla,

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Colombia. This acquisition further strengthened Eurofins' global food and feed, cosmetic and pharmacological, and environmental testing offerings in Latin America.

In December 2023, Eurofins acquired Quasfar, a Colombian laboratory based in Bogota. This acquisition consolidated Eurofins' entry into Colombia’s pharmaceutical market and strengthened its expansion in Latin America.

In November 2023, Eurofins completed the acquisition of Labor 3, a laboratory based in Sao Paulo, Brazil. This acquisition expanded Eurofins' presence in Latin America, particularly in Brazil, and strengthened its support to the food industry by providing tests, consulting, and evaluation services across the entire food production chain.

Food Target Testings Covered:

- Meat & Meat Products
- Dairy & Dairy Products
- Processed Foods
- Cereal, Grain, and Pulse
- Other Food Target Testings

Testing Methods Covered:

- In-house testing
- Outsourced testing

Technologies Covered:

- DNA-based methods
- Protein-based methods
- Nuclear Magnetic Resonance (NMR)

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- Mass Spectrometry (MS)
- Chromatography-based techniques
- Spectroscopy-based techniques
- Enzyme-linked Immunosorbent Assay (ELISA)
- Other Technologies

Applications Covered:

- Beverages
- Fruits and vegetables
- Spices and herbs
- Bakery products
- Oils and fats
- Alcoholic beverages
- Other Applications

Regions Covered:

- North America
  - US
  - Canada
  - Mexico

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- 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

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- 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 2022, 2023, 2024, 2026, and 2030
- 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

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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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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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