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Next-Generation Natural Food Colors Market Forecasts to 2034 – Global Analysis By Source (Fruit-Based Colors, Vegetable-Based Colors, Plant & Botanical Colors, and Microbial & Algal Colors), Form, Functionality, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Next-Generation Natural Food Colors Market is accounted for $0.8 billion in 2026 and is expected to reach $1.8 billion by 2034 growing at a CAGR of 10.6% during the forecast period. Next-generation natural food colors are advanced coloring ingredients derived from natural sources such as fruits, vegetables, algae, flowers, microorganisms, and botanical extracts, developed using innovative extraction, stabilization, and formulation technologies. These colorants provide enhanced color intensity, improved stability against heat, light, and pH variations, and greater compatibility with diverse food and beverage applications. They are designed to replace synthetic colorants while meeting clean-label requirements, regulatory standards, and evolving consumer preferences for naturally sourced ingredients.

Market Dynamics:

Driver:

Rising demand for clean-label food ingredients

Growing consumer preference for transparent ingredient labels and minimally processed foods is driving the adoption of next-generation natural food colors. Food and

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beverage manufacturers are replacing synthetic colorants with naturally derived alternatives to align with clean-label trends and evolving regulatory expectations. Continuous advancements in extraction and stabilization technologies are also improving the performance, consistency, and application range of natural colors, encouraging wider adoption across multiple food categories.

Restraint:

Raw material supply chain variability

The production of next-generation natural food colors depends heavily on agricultural raw materials whose availability and quality are influenced by seasonal changes, climate conditions, and crop yields. Variations in supply can affect production costs, pricing stability, and product consistency. Dependence on specific botanical and biological sources also creates procurement challenges, making it difficult for manufacturers to maintain uninterrupted production and reliable global supply chains.

Opportunity:

Growing demand across emerging economies

Emerging economies are witnessing rising consumption of processed foods, beverages, and premium packaged products, creating significant opportunities for next-generation natural food colors. Increasing consumer awareness of healthier ingredients, expanding retail infrastructure, and supportive food safety regulations are encouraging manufacturers to adopt natural color solutions. Investments in local food processing industries and product innovation further strengthen market growth prospects across developing regions.

Threat:

Seasonal fluctuations in natural pigment availability

Seasonal availability of fruits, vegetables, flowers, and other botanical sources can significantly affect the supply of natural pigments used in food color production. Unpredictable weather patterns, climate change, and agricultural disruptions may reduce crop yields and increase raw material costs. These fluctuations can create supply shortages, impact manufacturing schedules, and challenge manufacturers in maintaining consistent product quality and competitive pricing.

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Covid-19 Impact:

The COVID-19 pandemic temporarily disrupted the next-generation natural food colors market through supply chain interruptions, labor shortages, and delays in sourcing agricultural raw materials. However, increasing consumer interest in clean-label, natural, and health-oriented food products accelerated demand for naturally derived color ingredients. As food manufacturing operations recovered and consumer preference for healthier products strengthened, the market experienced renewed growth supported by continued product innovation.

The fruit-based colors segment is expected to be the largest during the forecast period

The fruit-based colors segment is expected to account for the largest market share during the forecast period due to its broad acceptance in beverages, confectionery, dairy, bakery, and functional foods. Fruit-derived pigments offer vibrant color shades while supporting clean-label claims and consumer demand for natural ingredients. Their compatibility with various food formulations and increasing availability through advanced extraction technologies further strengthens their dominant position in the market.

The liquid segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the liquid segment is predicted to witness the highest growth rate owing to its ease of blending, uniform dispersion, and suitability for a wide range of food and beverage formulations. Liquid natural colors simplify manufacturing processes, improve dosing accuracy, and offer greater flexibility for product customization. Growing demand for ready-to-drink beverages and processed foods further supports the rapid expansion of this segment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to strong consumer demand for clean-label products, well-established food processing industries, and strict regulations regarding synthetic food additives. The presence of leading ingredient manufacturers, continuous investment in natural color innovation, and widespread adoption of premium food products contribute to sustained regional market leadership and increasing commercialization of advanced natural color technologies.

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Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to rapid urbanization, rising disposable incomes, and expanding food and beverage manufacturing activities. Increasing consumer awareness of natural ingredients, supportive government initiatives promoting food quality, and growing investments in food processing infrastructure are accelerating adoption. The region's abundant agricultural resources also provide favorable conditions for natural color production and market expansion.

Key players in the market

Some of the key players in Next-Generation Natural Food Colors Market include Givaudan SA, dsm-firmenich AG, Sensient Technologies Corporation, DDW, The Color House, Oterra A/S, Chr. Hansen Holding A/S, International Flavors & Fragrances Inc., Symrise AG, Kalsec Inc., D?hler GmbH, ADM, Cargill, Incorporated, Kerry Group plc, Ingredion Incorporated, GNT Group B.V., Lycored Ltd., and ROHA Dyechem Pvt. Ltd.

Key Developments:

In July 2026, GNT Group B.V. introduced an expanded portfolio of next-generation plant-based food colors featuring enhanced heat and pH stability for confectionery, dairy, and beverage applications, enabling manufacturers to achieve vibrant clean-label formulations with improved processing performance.

In June 2026, dsm-firmenich AG launched a new range of naturally derived food color solutions designed for high-performance beverage and functional food applications, offering improved color consistency, extended shelf stability, and enhanced formulation flexibility.

In March 2026, Oterra A/S announced the expansion of its natural food color production capabilities with advanced extraction and processing technologies to strengthen supply reliability and meet the growing global demand for clean-label food coloring ingredients.

Sources Covered:

- Fruit-Based Colors
- Vegetable-Based Colors

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Plant & Botanical Colors

Microbial & Algal Colors

Forms Covered:

Liquid

Powder

Gel

Paste

Emulsion

Encapsulated Colors

Other Forms

Functionalities Covered:

Color Enhancement

Color Stabilization

Clean Label Formulations

Heat-Stable Colors

pH-Stable Colors

UV-Stable Colors

Multi-Functional Natural Pigments

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Applications Covered:

- Beverages
- Bakery & Confectionery
- Dairy Products
- Snacks & Savory Foods
- Meat, Poultry & Seafood
- Plant-Based Foods
- Nutraceuticals & Dietary Supplements

End Users Covered:

- Food & Beverage Manufacturers
- Ingredient Manufacturers
- Nutraceutical Companies
- Contract Food Manufacturers
- Food Service Providers
- Research Institutes & Universities
- Other End Users

Regions Covered:

- North America
  - United States

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- Canada
- Mexico

Europe

- United Kingdom
- Germany
- France
- Italy
- Spain
- Netherlands
- Belgium
- Sweden
- Switzerland
- Poland
- Rest of Europe

Asia Pacific

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- India
- South Korea

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- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru
- Rest of South America

Rest of the World (RoW)

- Middle East
  - Saudi Arabia
  - United Arab Emirates
  - Qatar
  - Israel

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- Rest of Middle East
- Africa
  - South Africa
  - Egypt
  - Morocco
  - Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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

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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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Table 38 Global Next-Generation Natural Food Colors Market Outlook, By Other End Users (2023-2034) ($MN)
Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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