

# **Flavour Enhancers Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Acidulants, Hydrolysed Vegetable Proteins, Glutamates, Yeast Extracts and Others), By Form (Powder and Liquid & Semi-Liquid), By Application (Beverages, Meat & Fish Products, Processed & Convenience Foods and Other), By Source (Synthetic Flavour Enhancers and Natural Flavour Enhancers), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Flavour Enhancers Market is projected to expand from a valuation of USD 10.79 Billion in 2025 to reach USD 15.88 Billion by 2031, registering a CAGR of 6.65%. These enhancers are specialized additives designed to amplify or adjust the taste and aroma of food without introducing a separate flavor profile, with prominent examples including monosodium glutamate and yeast extracts. A major catalyst for this growth is the surging global appetite for processed and convenience foods, which require potent ingredients to sustain palatability following industrial processing. Additionally, the industry is supported by the urgent necessity for sodium reduction in savory goods, as manufacturers use these agents to maintain desired flavor profiles in low-salt recipes without sacrificing consumer satisfaction.

One notable obstacle hindering market progress is growing consumer distrust of synthetic additives, which fuels the clean label movement and compels companies to substitute traditional chemical enhancers with natural counterparts. Despite these regulatory and perceptual barriers, the market remains robust due to the critical function these ingredients serve in mass-produced staple foods. For instance, the World Instant

Noodles Association reported that global demand for instant noodles hit approximately 123.1 billion servings in 2024, highlighting the immense and continuing industrial need for effective flavor enhancement solutions within major application sectors.

### **Market Driver**

The swift growth of the plant-based and meat alternative sectors acts as a pivotal force driving the market, fundamentally reshaping ingredient demands. As producers strive to mimic the savory richness and texture of animal proteins, there is an increasing dependence on flavor enhancers, such as yeast extracts and hydrolyzed vegetable proteins, to disguise metallic off-notes and enhance umami characteristics. This sector's reliance on taste modulation is deepening as consumer expectations for authentic flavors escalate, requiring advanced innovations to close the sensory divide between plant-based ingredients and conventional meat. According to the Good Food Institute's 'State of the Industry Report: Plant-based meat, seafood, eggs, and dairy' from April 2024, global retail sales in these categories increased by five percent to \$28.6 billion, emphasizing the vast commercial scale that requires sophisticated flavor solutions.

Concurrently, the rise in global consumption of processed and convenience foods necessitates the broad use of enhancers to mitigate flavor degradation caused by freezing and reheating. Industrial food processing often diminishes volatile flavor compounds, requiring strong additives to reestablish palatability in ready-to-eat meals and frozen items. As noted in Conagra Brands' 'Future of Frozen Food 2024' report from January 2024, the United States frozen food market alone achieved sales of \$78 billion, indicating the massive volume of products needing flavor stabilization. To satisfy such extensive industrial requirements, leading ingredient suppliers are expanding their operations; for example, Ajinomoto Co., Inc. reported in May 2024 that its Seasonings and Foods segment generated sales of \$46.9 billion for the fiscal year ending March 31, 2024.

### **Market Challenge**

The principal obstacle restricting the Global Flavour Enhancers Market is widespread consumer doubt regarding synthetic additives, which underpins the clean label movement. This trend functions as a major restraint by compelling manufacturers to move away from cost-effective traditional chemical enhancers, like monosodium glutamate, in favor of ingredients perceived as natural. As shoppers increasingly examine labels for chemical terms, producers face significant pressure to reformulate, a

shift that interrupts established production cycles and demands alternatives that are frequently more costly or less potent, thereby reducing profit margins and adding complexity to supply chains for mass-market foods.

This resistance to artificial components is clearly reflected in recent analyses of consumer behavior. According to the International Food Information Council, in 2024, 34% of consumers cited "no artificial ingredients" as a primary indicator of a food product's healthfulness. This statistic underscores a large market segment that actively avoids the specific additives that historically drove industry expansion. Consequently, market growth is inhibited as manufacturers are forced to navigate the challenging compromise between delivering the robust savory profiles consumers anticipate and satisfying the strict ingredient transparency they now require.

## **Market Trends**

The application of precision fermentation for sustainable flavor production is transforming the industry by facilitating the synthesis of complex taste compounds without depending on conventional agriculture. This trend mitigates supply chain risks and addresses climate issues, enabling manufacturers to produce nature-identical savory ingredients using microbial hosts. In contrast to extraction-based techniques, this biotechnology provides a reliable, scalable source of high-purity enhancers, which is essential for satisfying clean-label requirements while minimizing environmental footprints. As reported by Novonesis in its 'Annual Report 2024' released in February 2025, the company's Food & Beverages division realized organic sales growth of 8%, propelled by the broadening of its biosolutions portfolio.

Furthermore, the rise of exotic and global fusion flavor profiles is altering product development as consumers increasingly demand unique and regionally specific sensory experiences. This movement extends beyond generic savory tastes, encouraging manufacturers to develop enhancers that mimic authentic international cuisines, such as those from Latin America or Southeast Asia. This appetite for adventurous flavors drives the innovation of sophisticated modulation systems designed to impart distinct regional nuances in processed foods. Highlighting this demand, Symrise AG stated in its 'Annual Report 2024' from January 2025 that its sales in the Latin American region expanded organically by 15.2%, emphasizing the strong market desire for vibrant, regionally inspired flavor solutions.

## **Key Market Players**

Givaudan S.A.

Ajinomoto Co., Inc.

Kerry Group plc

International Flavors & Fragrances Inc.

DSM-Firmenich AG

Symrise AG

Tate & Lyle PLC

Sensient Technologies Corporation

Corbion N.V.

Angel Yeast Co., Ltd.

## **Report Scope**

In this report, the Global Flavour Enhancers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Flavour Enhancers Market, By Type

Acidulants

Hydrolysed Vegetable Proteins

Glutamates

Yeast Extracts and Others

Flavour Enhancers Market, By Form

Powder and Liquid & Semi-Liquid

Flavour Enhancers Market, By Application

Beverages

Meat & Fish Products

Processed & Convenience Foods and Other

Flavour Enhancers Market, By Source

Synthetic Flavour Enhancers and Natural Flavour Enhancers

Flavour Enhancers Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Flavour Enhancers Market.

## **Available Customizations:**

Global Flavour Enhancers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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