+357 96 030922
info@marketpublishers.com

Food Sensory Testing Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Type of Test (Simple Descriptive Test, Triangle Test, Comparative Sensory/Rank Order Testing, Paired Comparison Test, Duo Trio Test), By Type of Sensory Testers (Specifically Trained Individuals v/s Untrained Consumers), By Food Tested (Dairy, Alcohol, Tea, Flavor/Fragrances, Others), By Region & Competition, 2021-2031F

https://marketpublishers.com/r/FFFE6AED6DA7EN.html
Date: January 2026
Pages: 185
Price: US$ 4,500.00 (Single User License)
ID: FFFE6AED6DA7EN

Abstracts

The Global Food Sensory Testing Market is projected to expand from USD 2.38 Billion in 2025 to USD 3.42 Billion by 2031, registering a CAGR of 6.23%. This scientific discipline involves analyzing consumer reactions to food characteristics through human senses. The primary catalyst for market growth is the unyielding consumer demand for consistent flavor profiles, which forces manufacturers to invest heavily in evaluation processes to mitigate the risk of market failure. According to the International Food Information Council, 85% of consumers in 2024 identified taste as the most influential factor in their food purchasing decisions. This critical reliance on flavor necessitates rigorous testing to ensure products align with consumer expectations and to secure brand loyalty.

However, a significant barrier to expansion is the high operational cost associated with maintaining trained human panels. Establishing these expert groups requires substantial investment in recruitment and facility maintenance, while the inherent variability of human perception demands strict statistical validation. This resource-intensive process can create production bottlenecks and delay product launch timelines.

+357 96 030922
info@marketpublishers.com

Consequently, smaller enterprises often struggle to allocate sufficient budgets for comprehensive sensory evaluation programs, putting them at a disadvantage compared to larger competitors with established infrastructure.

Market Driver

Accelerated New Product Development and Innovation Cycles are major drivers of the market as manufacturers strive to keep pace with evolving consumer preferences. To reduce the high risk of market failure, companies are increasingly incorporating sensory analysis during early formulation stages to validate flavor acceptance before commercialization. This strategic reliance on testing is highlighted by the significant financial value involved in product launches; according to CSP Daily News in June 2025, the article 'Protein packs a punch in 2024 new pacesetters ranking' noted that new product launches generated a combined $8.4 billion in year-one sales across multi-outlet channels. Such economic volume demands robust validation processes, fueling the growth of major testing providers like Eurofins Scientific, which reported 2024 revenues of ?6.95 billion in 2025, representing a 7.3% increase driven largely by resilient organic growth in their core testing business.

Additionally, the rising popularity of plant-based and functional food alternatives stimulates demand for specialized sensory profiling to mimic the complex textures and tastes of animal-derived products. As formulation challenges regarding off-notes and mouthfeel persist, sensory testing becomes essential to ensure these alternatives meet mainstream palatability standards and encourage repeat purchases. The magnitude of this sector underscores the need for rigorous quality assurance; the Good Food Institute's April 2025 '2024 State of the Industry' report indicates that global retail sales of plant-based meat, seafood, and dairy reached $28.6 billion. Consequently, manufacturers are prioritizing advanced sensory evaluation to bridge the gap between consumer expectations and plant-based formulations, ensuring product consistency and protecting brand reputation.

Market Challenge

The high operational cost associated with maintaining trained human panels constitutes a significant barrier to the expansion of the Global Food Sensory Testing Market. Establishing these expert groups necessitates substantial capital investment in recruitment, training, and the continuous maintenance of specialized facilities. Furthermore, because human perception is inherently variable, manufacturers must employ rigorous statistical validation methods to ensure data accuracy. This

+357 96 030922
info@marketpublishers.com

requirement intensifies the resource consumption of the process, often creating bottlenecks in the production cycle and causing delays in product launch timelines that can be detrimental in a competitive industry.

This financial and operational burden disproportionately restricts market growth by limiting the participation of smaller enterprises. While larger corporations can absorb these overheads, smaller players often find the costs prohibitive, preventing them from adopting necessary sensory evaluation programs. According to the Food and Drink Federation, in 2024, the labor shortage rate in the food and drink manufacturing sector stood at 4.9 percent, underscoring the persistent difficulty companies face in securing the skilled personnel required for such specialized functions. Consequently, this resource scarcity and the associated high costs hamper the ability of the broader market to implement comprehensive testing strategies, thereby stalling overall market development.

Market Trends

The integration of Artificial Intelligence and Machine Learning for predictive sensory analytics is fundamentally reshaping product development by reducing reliance on resource-heavy human panels. Manufacturers are increasingly deploying algorithms that analyze historical flavor data to predict consumer preferences and formulate recipes with high precision before physical testing occurs. This shift accelerates the innovation cycle and minimizes the risk of market rejection by aligning sensory attributes with predictive models. The commercial impact of this technology is evident in the performance of industry leaders; according to Perfumer & Flavorist in July 2025, in the 'Givaudan 2025 Flavor Leaders & Newsmakers' article, Givaudan reported 2024 sales of CHF 3,752 million in its Taste & Wellbeing division, a robust result attributed in part to the optimization of formulations using its proprietary AI-powered ATOM tools.

Simultaneously, the digitization of sensory laboratories and the adoption of cloud-based data management are modernizing how sensory data is captured, stored, and shared across global organizations. By transitioning from disparate, often paper-based systems to centralized cloud platforms, companies ensure data integrity and facilitate real-time collaboration between R&D teams located in different regions. This infrastructure upgrade is crucial for maintaining consistency in testing protocols and enabling the rapid scalability of sensory insights required by large enterprises facing complex supply chains. This operational evolution is gaining significant traction; according to the Institute of Food Technologists in November 2024, the '2025 Food Industry Tech Trends' report stated that approximately 30% of food industry professionals plan to

+357 96 030922
info@marketpublishers.com

adopt cloud computing and enterprise resource planning systems in 2025 to modernize their research and operational infrastructures.

Key Market Players

Eurofins Scientific

Intertek Group plc

SGS SA

Merieux NutriSciences

ALS Limited

Campden BRI

Sensory Spectrum, Inc.

Compusense Inc.

The National Food Lab, Inc.

QACS - The Challenge Testing Laboratory

Report Scope

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

Food Sensory Testing Market, By Type of Test

Simple Descriptive Test

Triangle Test

Comparative Sensory/Rank Order Testing

+357 96 030922
info@marketpublishers.com

Paired Comparison Test

Duo Trio Test

Food Sensory Testing Market, By Type of Sensory Testers

Specifically Trained Individuals v/s Untrained Consumers

Food Sensory Testing Market, By Food Tested

Dairy

Alcohol

Tea

Flavor/Fragrances

Others

Food Sensory Testing Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

+357 96 030922
info@marketpublishers.com

- 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 Food Sensory Testing Market.

Available Customizations:

+357 96 030922
info@marketpublishers.com

Global Food Sensory Testing 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).

+357 96 030922
info@marketpublishers.com

Contents

1. PRODUCT OVERVIEW

1.1. Market Definition
1.2. Scope of the Market
  1.2.1. Markets Covered
  1.2.2. Years Considered for Study
  1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

2.1. Objective of the Study
2.2. Baseline Methodology
2.3. Key Industry Partners
2.4. Major Association and Secondary Sources
2.5. Forecasting Methodology
2.6. Data Triangulation & Validation
2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

3.1. Overview of the Market
3.2. Overview of Key Market Segmentations
3.3. Overview of Key Market Players
3.4. Overview of Key Regions/Countries
3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL FOOD SENSORY TESTING MARKET OUTLOOK

5.1. Market Size & Forecast
  5.1.1. By Value
5.2. Market Share & Forecast
  5.2.1. By Type of Test (Simple Descriptive Test, Triangle Test, Comparative Sensory/Rank Order Testing, Paired Comparison Test, Duo Trio Test)
  5.2.2. By Type of Sensory Testers (Specifically Trained Individuals v/s Untrained Consumers)

+357 96 030922
info@marketpublishers.com

5.2.3. By Food Tested (Dairy, Alcohol, Tea, Flavor/Fragrances, Others)
5.2.4. By Region
5.2.5. By Company (2025)
5.3. Market Map

6. NORTH AMERICA FOOD SENSORY TESTING MARKET OUTLOOK

6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Type of Test
6.2.2. By Type of Sensory Testers
6.2.3. By Food Tested
6.2.4. By Country
6.3. North America: Country Analysis
6.3.1. United States Food Sensory Testing Market Outlook
6.3.1.1. Market Size & Forecast
6.3.1.1.1. By Value
6.3.1.2. Market Share & Forecast
6.3.1.2.1. By Type of Test
6.3.1.2.2. By Type of Sensory Testers
6.3.1.2.3. By Food Tested
6.3.2. Canada Food Sensory Testing Market Outlook
6.3.2.1. Market Size & Forecast
6.3.2.1.1. By Value
6.3.2.2. Market Share & Forecast
6.3.2.2.1. By Type of Test
6.3.2.2.2. By Type of Sensory Testers
6.3.2.2.3. By Food Tested
6.3.3. Mexico Food Sensory Testing Market Outlook
6.3.3.1. Market Size & Forecast
6.3.3.1.1. By Value
6.3.3.2. Market Share & Forecast
6.3.3.2.1. By Type of Test
6.3.3.2.2. By Type of Sensory Testers
6.3.3.2.3. By Food Tested

7. EUROPE FOOD SENSORY TESTING MARKET OUTLOOK

+357 96 030922
info@marketpublishers.com

7.1. Market Size & Forecast
7.1.1. By Value
7.2. Market Share & Forecast
7.2.1. By Type of Test
7.2.2. By Type of Sensory Testers
7.2.3. By Food Tested
7.2.4. By Country
7.3. Europe: Country Analysis
7.3.1. Germany Food Sensory Testing Market Outlook
7.3.1.1. Market Size & Forecast
7.3.1.1.1. By Value
7.3.1.2. Market Share & Forecast
7.3.1.2.1. By Type of Test
7.3.1.2.2. By Type of Sensory Testers
7.3.1.2.3. By Food Tested
7.3.2. France Food Sensory Testing Market Outlook
7.3.2.1. Market Size & Forecast
7.3.2.1.1. By Value
7.3.2.2. Market Share & Forecast
7.3.2.2.1. By Type of Test
7.3.2.2.2. By Type of Sensory Testers
7.3.2.2.3. By Food Tested
7.3.3. United Kingdom Food Sensory Testing Market Outlook
7.3.3.1. Market Size & Forecast
7.3.3.1.1. By Value
7.3.3.2. Market Share & Forecast
7.3.3.2.1. By Type of Test
7.3.3.2.2. By Type of Sensory Testers
7.3.3.2.3. By Food Tested
7.3.4. Italy Food Sensory Testing Market Outlook
7.3.4.1. Market Size & Forecast
7.3.4.1.1. By Value
7.3.4.2. Market Share & Forecast
7.3.4.2.1. By Type of Test
7.3.4.2.2. By Type of Sensory Testers
7.3.4.2.3. By Food Tested
7.3.5. Spain Food Sensory Testing Market Outlook
7.3.5.1. Market Size & Forecast
7.3.5.1.1. By Value

+357 96 030922
info@marketpublishers.com

7.3.5.2. Market Share & Forecast
7.3.5.2.1. By Type of Test
7.3.5.2.2. By Type of Sensory Testers
7.3.5.2.3. By Food Tested

8. ASIA PACIFIC FOOD SENSORY TESTING MARKET OUTLOOK

8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Type of Test
8.2.2. By Type of Sensory Testers
8.2.3. By Food Tested
8.2.4. By Country
8.3. Asia Pacific: Country Analysis
8.3.1. China Food Sensory Testing Market Outlook
8.3.1.1. Market Size & Forecast
8.3.1.1.1. By Value
8.3.1.2. Market Share & Forecast
8.3.1.2.1. By Type of Test
8.3.1.2.2. By Type of Sensory Testers
8.3.1.2.3. By Food Tested
8.3.2. India Food Sensory Testing Market Outlook
8.3.2.1. Market Size & Forecast
8.3.2.1.1. By Value
8.3.2.2. Market Share & Forecast
8.3.2.2.1. By Type of Test
8.3.2.2.2. By Type of Sensory Testers
8.3.2.2.3. By Food Tested
8.3.3. Japan Food Sensory Testing Market Outlook
8.3.3.1. Market Size & Forecast
8.3.3.1.1. By Value
8.3.3.2. Market Share & Forecast
8.3.3.2.1. By Type of Test
8.3.3.2.2. By Type of Sensory Testers
8.3.3.2.3. By Food Tested
8.3.4. South Korea Food Sensory Testing Market Outlook
8.3.4.1. Market Size & Forecast
8.3.4.1.1. By Value

+357 96 030922
info@marketpublishers.com

8.3.4.2. Market Share & Forecast
8.3.4.2.1. By Type of Test
8.3.4.2.2. By Type of Sensory Testers
8.3.4.2.3. By Food Tested
8.3.5. Australia Food Sensory Testing Market Outlook
8.3.5.1. Market Size & Forecast
8.3.5.1.1. By Value
8.3.5.2. Market Share & Forecast
8.3.5.2.1. By Type of Test
8.3.5.2.2. By Type of Sensory Testers
8.3.5.2.3. By Food Tested

9. MIDDLE EAST & AFRICA FOOD SENSORY TESTING MARKET OUTLOOK

9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast
9.2.1. By Type of Test
9.2.2. By Type of Sensory Testers
9.2.3. By Food Tested
9.2.4. By Country
9.3. Middle East & Africa: Country Analysis
9.3.1. Saudi Arabia Food Sensory Testing Market Outlook
9.3.1.1. Market Size & Forecast
9.3.1.1.1. By Value
9.3.1.2. Market Share & Forecast
9.3.1.2.1. By Type of Test
9.3.1.2.2. By Type of Sensory Testers
9.3.1.2.3. By Food Tested
9.3.2. UAE Food Sensory Testing Market Outlook
9.3.2.1. Market Size & Forecast
9.3.2.1.1. By Value
9.3.2.2. Market Share & Forecast
9.3.2.2.1. By Type of Test
9.3.2.2.2. By Type of Sensory Testers
9.3.2.2.3. By Food Tested
9.3.3. South Africa Food Sensory Testing Market Outlook
9.3.3.1. Market Size & Forecast
9.3.3.1.1. By Value

+357 96 030922
info@marketpublishers.com

9.3.3.2. Market Share & Forecast
9.3.3.2.1. By Type of Test
9.3.3.2.2. By Type of Sensory Testers
9.3.3.2.3. By Food Tested

10. SOUTH AMERICA FOOD SENSORY TESTING MARKET OUTLOOK

10.1. Market Size & Forecast
10.1.1. By Value
10.2. Market Share & Forecast
10.2.1. By Type of Test
10.2.2. By Type of Sensory Testers
10.2.3. By Food Tested
10.2.4. By Country
10.3. South America: Country Analysis
10.3.1. Brazil Food Sensory Testing Market Outlook
10.3.1.1. Market Size & Forecast
10.3.1.1.1. By Value
10.3.1.2. Market Share & Forecast
10.3.1.2.1. By Type of Test
10.3.1.2.2. By Type of Sensory Testers
10.3.1.2.3. By Food Tested
10.3.2. Colombia Food Sensory Testing Market Outlook
10.3.2.1. Market Size & Forecast
10.3.2.1.1. By Value
10.3.2.2. Market Share & Forecast
10.3.2.2.1. By Type of Test
10.3.2.2.2. By Type of Sensory Testers
10.3.2.2.3. By Food Tested
10.3.3. Argentina Food Sensory Testing Market Outlook
10.3.3.1. Market Size & Forecast
10.3.3.1.1. By Value
10.3.3.2. Market Share & Forecast
10.3.3.2.1. By Type of Test
10.3.3.2.2. By Type of Sensory Testers
10.3.3.2.3. By Food Tested

11. MARKET DYNAMICS

+357 96 030922
info@marketpublishers.com

11.1. Drivers
11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)
12.2. Product Launches (If Any)
12.3. Recent Developments

13. GLOBAL FOOD SENSORY TESTING MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry
14.2. Potential of New Entrants
14.3. Power of Suppliers
14.4. Power of Customers
14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Eurofins Scientific
  15.1.1. Business Overview
  15.1.2. Products & Services
  15.1.3. Recent Developments
  15.1.4. Key Personnel
  15.1.5. SWOT Analysis
15.2. Intertek Group plc
15.3. SGS SA
15.4. Merieux NutriSciences
15.5. ALS Limited
15.6. Campden BRI
15.7. Sensory Spectrum, Inc.
15.8. Compusense Inc.
15.9. The National Food Lab, Inc.
15.10. QACS - The Challenge Testing Laboratory

16. STRATEGIC RECOMMENDATIONS

+357 96 030922
info@marketpublishers.com

17. ABOUT US & DISCLAIMER

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Food Sensory Testing Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Type of Test (Simple Descriptive Test, Triangle Test, Comparative Sensory/Rank Order Testing, Paired Comparison Test, Duo Trio Test), By Type of Sensory Testers (Specifically Trained Individuals v/s Untrained Consumers), By Food Tested (Dairy, Alcohol, Tea, Flavor/Fragrances, Others), By Region & Competition, 2021-2031F

Product link: https://marketpublishers.com/r/FFFE6AED6DA7EN.html

Price: US$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/FFFE6AED6DA7EN.html