

Asia Pacific Encapsulated Fragrances Market Forecast to 2028 - Regional Analysis By Product Type (Fragrance Blends, Aroma Chemicals, and Others) and Application (Perfumes and Fragrances, Cleaning Products, Cosmetics, Personal Hygiene Products, Food and Beverages, and Others)

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Abstracts

The Asia Pacific encapsulated fragrances market is expected to grow from US\$ 326.64 million in 2022 to US\$ 447.25 million by 2028. It is estimated to grow at a CAGR of 5.4% from 2022 to 2028.

Rising Innovations in Encapsulation Technology Drive Asia Pacific Encapsulated Fragrances Market

Rising demand for long lasting fragrances and surging demand for sustainable technology has surged innovations in encapsulated technology. Prominent players in encapsulated technology are engaged in product launches with advanced technology to cater growing demand for sustainable products. For instance, in December 2021, Givaudan SA announced the launch of PlanetCaps, an encapsulated fragranced for laundry application. This encapsulated fragrance innovation enables long-lasting fragrance experiences in a bio-sourced and biodegradable system for fabric softeners. Additionally, in May 2022, Iberchem, announced the launch of its own biodegradable encapsulated fragrances capsules. This technology consists of minimum of 60% bio-based material. The launch was aimed to cater the growing demand for biodegradable encapsulated fragrances by various applications. Such development of sustainable encapsulation technology creates growth opportunity for the market. In addition, key players in the encapsulated fragrances market are engaged in developing research

centers and investing for technology innovations. Thus, rising innovation for encapsulated technology is likely to favor the growth of the Asia Pacific encapsulated fragrances market in the coming years.

Asia Pacific Encapsulated Fragrances Market Overview

The Asia Pacific encapsulated fragrances market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. In the region, there is a growing demand for encapsulated fragrances in the personal care industry owing to the increasing demand among consumers for scented skincare products. Also, there is an upsurge in demand for natural ingredients such as organic and natural essential oils and fragrances blends of ingredients, including camphor, eugenol, palmarosa oil, thyme oil, citronellal, wormwood oil, lavender fragrance oil, kaffir lime oil, lemongrass oil, tea-tree oil, and jasmine. Encapsulated fragrance technology minimizes unpleasant tastes and odors associated with specific nutrients. It protects fragrances from moisture, acids, ingredient interactions, heat, and exposure to oxygen. The stability offered by encapsulated ingredients allows for measuring and delivering precise levels of the preferred nutrient. Hence, benefits associated with encapsulated technology in the personal care & cosmetics, homecare, and perfume industries encourage product manufacturers to opt for such technologies, which is projected to offer new opportunities to the Asia Pacific encapsulated fragrances market during the forecast period.

Over the past few years, the encapsulated fragrance market in Asia Pacific has been growing significantly due to the expansion of major players in terms of investment and the establishment of state-of-the-art facilities in the region. In December 2022, Givaudan SA (a leading European industry participant) unveiled its integrated fragrance encapsulation center in Singapore and invested US\$ 32.48 million in the development of encapsulation delivery technology to meet consumers' demand for long-lasting fragrance experiences in various product categories such as personal care, fabric care, hygiene, home care, fine fragrances, and cosmetics. Thus, strategic developments by manufacturers boost the demand for encapsulated fragrances, thus driving the encapsulated fragrances market growth in the region.

Asia Pacific Encapsulated Fragrances Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Encapsulated Fragrances Market Segmentation

The Asia Pacific encapsulated fragrances market is segmented into product type,

application, and country.

Based on product type, the Asia Pacific encapsulated fragrances market is segmented into fragrance blends, aroma chemicals, and others. In 2022, the others segment registered a largest share in the Asia Pacific encapsulated fragrances market.

Based on application, the Asia Pacific encapsulated fragrances market is segmented into perfumes and fragrances, cleaning products, cosmetics, personal hygiene products, food and beverages, and others. In 2022, the cleaning products segment registered a largest share in the Asia Pacific encapsulated fragrances market.

Based on country, the Asia Pacific encapsulated fragrances market is segmented into Australia, China, India, Japan, South Korea, ASEAN, and the Rest of Asia Pacific. In 2022, China segment registered a largest share in the Asia Pacific encapsulated fragrances market.

Ashland Inc; Firmenich SA; Follmann GmbH and Co KG; Givaudan SA; Glatt GmbH; Ingredion Inc; Insilico Medicine Inc; International Flavors & Fragrances Inc; and Symrise AG are some of the leading companies operating in the Asia Pacific encapsulated fragrances market.

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