

# **Asia Pacific Flavor Masking Agents for Food and Beverages Market Forecast to 2030 - Regional Analysis - by Type (Sweet, Salt, Fat, Bitter, and Others) and Application (Bakery and Confectionery; Dairy and Frozen Desserts; Beverages; Meat, Poultry, and Seafood; Meat Substitutes; Dairy Alternatives; RTE and RTC Meals; and Others)**

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## **Abstracts**

The Asia Pacific flavor masking agents for food and beverages market was valued at US\$ 50.56 million in 2022 and is expected to reach US\$ 76.15 million by 2030; it is estimated to record a CAGR of 5.3% from 2022 to 2030.

**Increasing Demand for Natural Additives Drive Asia Pacific Flavor Masking Agents for Food and Beverages Market**

Consumers are highly concerned about their diet. They pay attention to product labels and additives used in processed foods and beverages. The popularity of organic products is increasing owing to their perceived health benefits. They are free of pesticides, chemical fertilizers, and genetically modified organisms (GMOs), which increase their appeal among consumers who are ready to pay higher prices. Moreover, consumers increasingly prefer clean-label food products free of synthetic colors, flavors, and other additives. Further, they focus on holistic and conscious consumption and prefer products made with ethically sourced additives. Thus, the demand for natural additives is increasing in the food & beverage industry. Kerry Group, one of the known manufacturers of flavor masking agents, offers 'Prolamin Coating', a natural flavor masking agent. It is a known masking agent for bitter taste masking. Prolamin is a plant storage protein found in the seeds of cereal grains such as rice and oats and accounts

for ~5-10 % of the total proteins in those plants. Manufacturers and flavor companies could produce clean, labeled flavor masking agents by extracting, separating, and purifying prolamin-rich fractionation. Thus, an upsurging demand for natural additives is expected to create a new trend in the flavor masking agents in the food & beverages market in the coming years.

## Asia Pacific Flavor Masking Agents for Food and Beverages Market Overview

The Asia Pacific flavor masking agents for food and beverages market is segmented into China, Japan, South Korea, Australia, India, and the Rest of Asia Pacific. Developed and developing countries in the region witness growth in urbanization, coupled with the rising middle-class population, offering several opportunities for the market players. The region is becoming discerning and seeking diverse, innovative food and beverage options. The diverse and multicultural nature of Asia Pacific has resulted in dietary restrictions and preferences. The region reports increased demand for plant-based food products coupled with an upsurge in the vegan population. Flavor masking agents play a crucial role in enabling manufacturers to create plant-based food products with exciting and novel flavor combinations, enhancing the appeal of their products to a wider consumer base. In addition, the region is experiencing a significant shift toward functional and fortified products, contributing to market growth. The functional and fortified products contain ingredients with strong and undesirable flavors such as metallic, astringent, and bitter off-notes. Flavor masking agents help make these products palatable without compromising their health benefits, aligning with the increasing consumer interest in functional food and beverages.

## Asia Pacific Flavor Masking Agents for Food and Beverages Market Revenue and Forecast to 2030 (US\$ Million)

## Asia Pacific Flavor Masking Agents for Food and Beverages Market Segmentation

The Asia Pacific flavor masking agents for food and beverages market is segmented based on type, application, and country.

Based on type, the Asia Pacific flavor masking agents for food and beverages market is segmented into sweet, salt, fat, bitter, and others. The bitter segment held the largest share in 2022.

By application, the Asia Pacific flavor masking agents for food and beverages market is

segmented into bakery and confectionery; dairy and frozen desserts; beverages; meat, poultry, and seafood; meat substitutes; dairy alternatives; RTE and RTC meals; and others. The beverages segment held the largest share in 2022.

Based on country, the Asia Pacific flavor masking agents for food and beverages market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific flavor masking agents for food and beverages market in 2022.

Sensient Technologies Corp, Firmenich International SA, Tate & Lyle Plc, Archer-Daniels-Midland Co, Kerry Group Plc, Carmi Flavor & Fragrance Co Inc, Synergy Flavors Inc, GEO Specialty Chemicals Inc, and Koninklijke DSM NV are some of the leading companies operating in the Asia Pacific flavor masking agents for food and beverages market.

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