

Asia Pacific Powdered Flavors Market Forecast to 2030 – Regional Analysis – by Type (Sweet, Savory, and Others), Category (Natural [Organic and Conventional] and Synthetic), and Application (Bakery and Confectionery; Dairy and Frozen Desserts; Soups, Sauces, and Dressings; Meat and Meat Substitute Products; Snacks and RTE Meals; Nutritional Supplements; and Others)

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Abstracts

The Asia Pacific powdered flavors market was valued at US\$ 3,178.93 million in 2022 and is expected to reach US\$ 4,149.56 million by 2030; it is estimated to grow at a CAGR of 3.4% from 2022 to 2030.

Adoption of Microencapsulation Technique Fuels the Asia Pacific Powdered Flavors Market

Microencapsulation involves encasing flavor material in a solid matrix known as a microcapsule, which releases the flavor when heated or exposed to water. Various methods are used in microencapsulation, including spray drying, coacervation, and polymerization. In the microencapsulation process, the oil/water mixture is homogenized in the presence of wall material, followed by controlled spray drying. Commonly used wall materials include vegetable gums, starches, dextrin, proteins, and cellulose esters. Microencapsulation provides a controlled release of flavor at the right place and at the desired time. It protects the active ingredients (flavors) from moisture, acid, heat, oxidation, and ingredient interaction. It provides easy handling of ingredients as they are dry and free-flowing, reducing overall transportation and handling costs.

Microencapsulated flavors are highly shelf-stable, making them more desirable than other forms. Microencapsulation saves packaging requirements making the process more sustainable. Due to the aforementioned benefits of microencapsulation, many global flavor companies are adopting this technology. For instance, companies such as Firmenich SA, Cargill Incorporated, Givaudan, and Ingredion offer microencapsulated flavors for precise flavor delivery and to achieve a competitive advantage over other players operating in the market. Thus, various benefits of microencapsulation of flavors and increased adoption of the technique by powdered flavor manufacturers operating in the market are expected to offer profitable opportunities to the powdered flavors market in the coming years.

Asia Pacific Powdered Flavors Market Overview

The Asia Pacific powdered flavors market is segmented into China, India, Japan, South Korea, and Australia. The rapid development of the food & beverage industry in Asia Pacific has boosted the demand for various flavors. Powdered flavors are extensively applied in food and beverage products to enhance flavor. This has prompted manufacturers to create new flavored products and upgrade product flavors.

The region has been experiencing a surge in demand for natural flavors over synthetic flavors, as synthetic flavors pose several health hazards, such as headaches, nausea, allergic reactions, and dizziness. Powdered flavors are added to foods and beverages to impart an additional taste or smell. Growing demand for ready-to-eat and on-the-go food options owing to increasing urbanization, shifting consumer preferences, and busy lifestyles are boosting the powdered flavors market growth.

The key players operating in the Asia Pacific powdered flavors market are undertaking strategic initiatives such as business expansion, introducing innovative new flavors, and investing in research and development activities

Asia Pacific Powdered Flavors Market Revenue and Forecast to 2030 (US\$ Mn)

Asia Pacific Powdered Flavors Market Segmentation

The Asia Pacific powdered flavors market is segmented into type, category, application, and country.

Based on type, the Asia Pacific powdered flavors market is segmented into sweet, savory, and others. The savory segment held the largest market share in 2022.

Based on category, the Asia Pacific powdered flavors market is divided into natural and synthetic. The synthetic segment held a larger market share in 2022. Natural segment is bifurcated into organic and conventional.

Based on application, the Asia Pacific powdered flavors market is segmented into bakery and confectionery; dairy and frozen desserts; soups, sauces, and dressings; meat and meat substitute products; snacks and RTE meals; nutritional supplements; and others. The snacks and RTE Meals segment held the largest market share in 2022.

Based on country, the Asia Pacific powdered flavors market is segmented to China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific powdered flavors market share in 2022.

Bell Flavors & Fragrances Inc, Flavorchem Corp, Gold Coast Ingredients Inc, Robertet SA, Symrise AG, and Synergy Flavours Ltd are some of the leading companies operating in the Asia Pacific powdered flavors market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. ASIA PACIFIC POWDERED FLAVORS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 End Users

5. ASIA PACIFIC POWDERED FLAVORS MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Advantages of Powder Flavors
 - 5.1.2 Wide Application of Powdered Flavors
- 5.2 Market Restraints
 - 5.2.1 Increasing Concerns Related to Synthetic Food Flavours

5.3 Market Opportunities

5.3.1 Surging Demand for Innovative Powdered Flavors in Sports Nutrition Products

5.3.2 Adoption of Microencapsulation Technique

5.4 Future Trends

5.4.1 Increasing Demand for Clean-Label, Organic, and Plant-Based Ingredients

5.5 Impact Analysis of Drivers and Restraints

6. POWDERED FLAVORS MARKET - ASIA PACIFIC MARKET ANALYSIS

6.1 Asia Pacific Powdered Flavors Market Revenue (US\$ Million), 2022 – 2030

6.2 Asia Pacific Powdered Flavors Market Forecast and Analysis

7. ASIA PACIFIC POWDERED FLAVORS MARKET ANALYSIS - TYPE

7.1 Sweet

7.1.1 Overview

7.1.2 Sweet Market Revenue and Forecast to 2030 (US\$ Million)

7.2 Savory

7.2.1 Overview

7.2.2 Savory Market Revenue and Forecast to 2030 (US\$ Million)

7.3 Others

7.3.1 Overview

7.3.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

8. ASIA PACIFIC POWDERED FLAVORS MARKET ANALYSIS - CATEGORY

8.1 Natural

8.1.1 Overview

8.1.2 Natural Market Revenue and Forecast to 2030 (US\$ Million)

8.1.3 Organic

8.1.3.1 Organic Market Revenue and Forecast to 2030 (US\$ Million)

8.1.4 Conventional

8.1.4.1 Conventional Market Revenue and Forecast to 2030 (US\$ Million)

8.2 Synthetic

8.2.1 Overview

8.2.2 Synthetic Market Revenue and Forecast to 2030 (US\$ Million)

9. ASIA PACIFIC POWDERED FLAVORS MARKET ANALYSIS - APPLICATION

9.1 Bakery and Confectionery

9.1.1 Overview

9.1.2 Bakery and Confectionery Market Revenue and Forecast to 2030 (US\$ Million)

9.2 Dairy and Frozen Desserts

9.2.1 Overview

9.2.2 Dairy and Frozen Desserts Market Revenue and Forecast to 2030 (US\$ Million)

9.3 Soups, Sauces, and Dressings

9.3.1 Overview

9.3.2 Soups, Sauces, and Dressings Market Revenue and Forecast to 2030 (US\$ Million)

9.4 Meat and Meat Substitute Products

9.4.1 Overview

9.4.2 Meat and Meat Substitute Products Market Revenue and Forecast to 2030 (US\$ Million)

9.5 Snacks and RTE Meals

9.5.1 Overview

9.5.2 Snacks and RTE Meals Market Revenue and Forecast to 2030 (US\$ Million)

9.6 Nutritional Supplements

9.6.1 Overview

9.6.2 Nutritional Supplements Market Revenue and Forecast to 2030 (US\$ Million)

9.7 Others

9.7.1 Overview

9.7.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

10. ASIA PACIFIC POWDERED FLAVORS MARKET - COUNTRY ANALYSIS

10.1 Asia Pacific

10.1.1 Overview

10.1.2 Asia Pacific Powdered Flavors Market Breakdown by Country

10.1.2.1 Asia Pacific Powdered Flavors Market Breakdown by Country

10.1.2.2 China: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

10.1.2.2.1 China: Asia Pacific Powdered Flavors Market Breakdown by Type

10.1.2.2.2 China: Asia Pacific Powdered Flavors Market Breakdown by Category

10.1.2.2.3 China: Asia Pacific Powdered Flavors Market Breakdown by Application

10.1.2.3 Japan: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

10.1.2.3.1 Japan: Asia Pacific Powdered Flavors Market Breakdown by Type

10.1.2.3.2 Japan: Asia Pacific Powdered Flavors Market Breakdown by Category

- 10.1.2.3.3 Japan: Asia Pacific Powdered Flavors Market Breakdown by Application
- 10.1.2.4 India: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.2.4.1 India: Asia Pacific Powdered Flavors Market Breakdown by Type
 - 10.1.2.4.2 India: Asia Pacific Powdered Flavors Market Breakdown by Category
 - 10.1.2.4.3 India: Asia Pacific Powdered Flavors Market Breakdown by Application
- 10.1.2.5 Australia: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.2.5.1 Australia: Asia Pacific Powdered Flavors Market Breakdown by Type
 - 10.1.2.5.2 Australia: Asia Pacific Powdered Flavors Market Breakdown by Category
 - 10.1.2.5.3 Australia: Asia Pacific Powdered Flavors Market Breakdown by Application
- 10.1.2.6 South Korea: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.2.6.1 South Korea: Asia Pacific Powdered Flavors Market Breakdown by Type
 - 10.1.2.6.2 South Korea: Asia Pacific Powdered Flavors Market Breakdown by Category
 - 10.1.2.6.3 South Korea: Asia Pacific Powdered Flavors Market Breakdown by Application
- 10.1.2.7 Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.2.7.1 Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Breakdown by Type
 - 10.1.2.7.2 Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Breakdown by Category
 - 10.1.2.7.3 Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Breakdown by Application

11. INDUSTRY LANDSCAPE

- 11.1 Overview
- 11.2 Market Initiative
- 11.3 Product Launch

12. COMPETITIVE LANDSCAPE

- 12.1 Heat Map Analysis By Key Players
- 12.2 Company Positioning & Concentration

13. COMPANY PROFILES

13.1 Bell Flavors & Fragrances Inc

- 13.1.1 Key Facts
- 13.1.2 Business Description
- 13.1.3 Products and Services
- 13.1.4 Financial Overview
- 13.1.5 SWOT Analysis
- 13.1.6 Key Developments

13.2 Gold Coast Ingredients Inc

- 13.2.1 Key Facts
- 13.2.2 Business Description
- 13.2.3 Products and Services
- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments

13.3 Flavorchem Corp

- 13.3.1 Key Facts
- 13.3.2 Business Description
- 13.3.3 Products and Services
- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments

13.4 Symrise AG

- 13.4.1 Key Facts
- 13.4.2 Business Description
- 13.4.3 Products and Services
- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments

13.5 Synergy Flavours Ltd

- 13.5.1 Key Facts
- 13.5.2 Business Description
- 13.5.3 Products and Services
- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments

13.6 Robertet SA

- 13.6.1 Key Facts

- 13.6.2 Business Description
- 13.6.3 Products and Services
- 13.6.4 Financial Overview
- 13.6.5 SWOT Analysis
- 13.6.6 Key Developments

14. APPENDIX

List Of Tables

LIST OF TABLES

Table 1. Asia Pacific Powdered Flavors Market Segmentation

Table 2. Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

Table 3. Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Type

Table 4. Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Category

Table 5. Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 6. China: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Type

Table 7. China: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Category

Table 8. China: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 9. Japan: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Type

Table 10. Japan: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Category

Table 11. Japan: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 12. India: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Type

Table 13. India: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Category

Table 14. India: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 15. Australia: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Type

Table 16. Australia: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Category

Table 17. Australia: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 18. South Korea: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Type

Table 19. South Korea: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Category

Table 20. South Korea: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 21. Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Type

Table 22. Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Category

Table 23. Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million) – Application

Table 24. Company Positioning & Concentration

List Of Figures

LIST OF FIGURES

- Figure 1. Asia Pacific Powdered Flavors Market Segmentation, By Country
- Figure 2. Porter's Five Forces Analysis: Asia Pacific Powdered Flavors Market
- Figure 3. Ecosystem: Asia Pacific Powdered Flavors Market
- Figure 4. Asia Pacific Powdered Flavors Market - Key Industry Dynamics
- Figure 5. Asia Pacific Powdered Flavors Market Impact Analysis of Drivers and Restraints
- Figure 6. Asia Pacific Powdered Flavors Market Revenue (US\$ Million), 2020 – 2030
- Figure 7. Asia Pacific Powdered Flavors Market Share (%) – Type, 2022 and 2030
- Figure 8. Sweet Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 9. Savory Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 10. Others Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 11. Asia Pacific Powdered Flavors Market Share (%) – Category, 2022 and 2030
- Figure 12. Natural Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 13. Organic Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 14. Conventional Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 15. Synthetic Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 16. Asia Pacific Powdered Flavors Market Share (%) – Application, 2022 and 2030
- Figure 17. Bakery and Confectionery Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 18. Dairy and Frozen Desserts Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 19. Soups, Sauces, and Dressings Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 20. Meat and Meat Substitute Products Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 21. Snacks and RTE Meals Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 22. Nutritional Supplements Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 23. Others Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 24. Asia Pacific Powdered Flavors Market, by Key Country- Revenue (2022) (US\$ Million)
- Figure 25. Asia Pacific Powdered Flavors Market Breakdown By Key Countries, 2022 And 2030 (%)

Figure 26. China: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 27. Japan: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 28. India: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 29. Australia: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 30. South Korea: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 31. Rest of Asia Pacific: Asia Pacific Powdered Flavors Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 32. Heat Map Analysis By Key Players

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