

Europe 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 Europe flavor masking agents for food and beverages market was valued at US\$ 28.54 million in 2022 and is expected to reach US\$ 48.14 million by 2030; it is estimated to record a CAGR of 6.8% from 2022 to 2030.

Wide Array of Applications Drive Europe Flavor Masking Agents for Food and Beverages Market

Flavor masking agents are food additives used to mask unpleasant and undesirable flavors in various food and beverage products. Bitterness, vitamins and minerals flavor, overly sweetness, metallic flavor, and glycerin flavor in food products are masked with flavor ingredients to give the end products an appealing taste and flavor. Flavor masking agents are widely used in bakery and confectionery, dairy and frozen desserts, meat substitutes, dairy alternative products, Ready-to-eat (RTE) and Ready-to-cook (RTC) meals, and meat and seafood products. Many processed fortified foods such as dairy items, meat products, and bakery and confectionery items contain vitamins, protein, and other functional ingredients with unpleasant odors and tastes. Flavor masking agents are widely used in these products to get the desired flavor and taste. Additionally, flavor masking agents allow for a reduction in the sugar, salt, and fat content of processed foods. Thus, increased consumption of processed foods propels

the demand for flavor masking agents.

Components such as flavor maskers and sweetness enhancers help preserve products or boost the taste profiles of the products. Neohesperidin dihydrochalcone (NHDC), a bioflavonoid derived from bitter oranges, can be used as a flavor enhancer, heavy sweetness enhancer, and taste masker. Moreover, the growing interest of consumers in healthier lifestyles drives demand for fortified, functional, and other convenient, functional foods and beverages, such as products with less sugar. However, the boosting functional benefits can hamper the taste and flavors of the end product. Thus, to get the desired flavor, functional and convenient food manufacturers use flavor masking agents. For instance, flavor masking agents are significantly used in protein-based food products to eliminate or neutralize the off-flavor or undesirable flavor of protein.

Thus, the wide array of applications of flavor masking agents in various food and beverages boosts the Europe flavor masking agents for food and beverages market growth.

Europe Flavor Masking Agents for Food and Beverages Market Overview

The Europe flavor masking agents for food and beverages market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The market growth in the region is attributed to increasing consumer focus on reducing sugar content in products and upsurging consumer interest in plant-based products. The European market has seen an increasing focus on reducing sugar content in products as a part of public health initiatives to combat obesity and related health issues. In January 2022, the World Health Organization (WHO) Europe announced the launch of a new, voluntary, Member State-led Sugar and Calories Reduction Network to promote healthier diets and reduce obesity and overweight levels among consumers across the region. This has led to increase in demand for flavor masking agents as it helps manufacturers to modulate sweetness without adding sugar, making them appealing to health-conscious consumers. Additionally, the increasing interest in healthier and more natural food options in the European region contributes to market growth. European consumers have been embracing organic and plant-based diets, often incorporating ingredients with strong or unfamiliar tastes, such as certain vegetables, grains, and legumes; to make these health-conscious choices more appealing, food manufacturers use flavor masking to mitigate any overpowering or objectionable flavors, ensuring that products maintain wide consumer acceptance while adhering to natural and clean label trends. This demand aligns with the broader European food quality, taste, and an

awareness of sensory experience, all contributing to the adoption of flavor masking agents in the region.

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

Europe Flavor Masking Agents for Food and Beverages Market Segmentation

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

Based on type, the Europe 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 Europe 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 Europe flavor masking agents for food and beverages market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe 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, Virginia Dare Extract Co Inc, GEO Specialty Chemicals Inc, and Koninklijke DSM NV are some of the leading companies operating in the Europe flavor masking agents for food and beverages market.

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