

# Europe Flavor Masking Agents Market Forecast to 2030 - Regional Analysis - by Type (Sweet, Salt, Fat, Bitter, and Others) and Application (Food and Beverages [Bakery and Confectionery; Dairy and Frozen Desserts; Beverages; Meat, Poultry, and Seafood; Meat Substitutes; Dairy Alternatives; RTE and RTC Meals; and Other Food and Beverages], Pharmaceuticals and Nutraceuticals, and Others)

<https://marketpublishers.com/r/E7D97FA19012EN.html>

Date: April 2024

Pages: 102

Price: US\$ 3,550.00 (Single User License)

ID: E7D97FA19012EN

## Abstracts

The Europe flavor masking agents market was valued at US\$ 53.44 million in 2022 and is expected to reach US\$ 92.46 million by 2030; it is estimated to register a CAGR of 7.1% from 2022 to 2030.

### Technological Advancements in Flavor Masking Drive Europe Flavor Masking Agents Market

Flavor masking agents are used in various food and beverages, medicines and drugs, dietary supplements, and animal nutrition products through various techniques and technologies such as microencapsulation, nanotechnology, polymer coating, organoleptic methods, hot melt extrusion, complexation, and spray drying. Nanotechnology aids in enhancing the solubility and stability of flavors, as well as providing controlled release properties. Thus, manufacturers increasingly use nanotechnology to make flavor masking agents.

Moreover, microencapsulation is a relatively new technology in which the flavor content is encapsulated in a solid matrix. The flavor is released when the substance is heated or

exposed to water. Spray drying, coacervation, polymerization, and other techniques are used in microencapsulation. In the microencapsulation process, the oil/water mixture is homogenized in the presence of wall material, followed by controlled spray drying. Wall materials include vegetable gums, starches, dextrin, proteins, cellulose esters, and others. Microencapsulation provides controlled flavor release at the right place and desired time. It protects the active ingredients (flavors) from moisture, acid, heat, oxidation, and ingredient interaction. It also provides the ease of handling ingredients as they are dry and free flowing, reducing overall transportation and handling costs. Microencapsulated flavor masking is highly shelf-stable, making it more desirable than other formats. The technology is not just for flavor and odor masking; it can also improve stability, prevent ingredient interaction, and modify the release of ingredients.

Thus, technological advancements in the manufacturing of flavor masking agents bolster the flavor masking agents market growth across the region.

### Europe Flavor Masking Agents Market Overview

The flavor masking agents market in Europe 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 Market Revenue and Forecast to 2030 (US\$ Th)

### Europe Flavor Masking Agents Market Segmentation

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

Based on type, the Europe flavor masking agents market is categorized into sweet, salt, fat, bitter, and others. The bitter segment held the largest Europe flavor masking agents market share in 2022.

By application, the Europe flavor masking agents market is segmented into food and beverages, pharmaceuticals and nutraceuticals, and others. The food and beverages segment held the largest Europe flavor masking agents market share in 2022. The food and beverages segment is further subsegmented into bakery and confectionery, dairy and frozen desserts, beverages, meat, poultry, and seafood, meat substitutes, dairy alternatives, RTE and RTC meals, and other food and beverages.

Based on country, the Europe flavor masking agents market is categorized into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe flavor masking agents 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 market.

## Contents

### **1. INTRODUCTION**

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

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. EUROPE FLAVOR MASKING AGENTS 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 Manufacturing Process
  - 4.3.3 Distributors or Suppliers
  - 4.3.4 End-Use Industries
- 4.4 List of Vendors

### **5. EUROPE FLAVOR MASKING AGENTS MARKET - KEY INDUSTRY DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Wide Array of Application
  - 5.1.2 Technological Advancements in Flavor Masking

## 5.2 Market Restraints

5.2.1 High Manufacturing Expenses Results in High Product Cost

## 5.3 Market Opportunities

5.3.1 Rising Use of Flavor Masking Agents in Plant-Based Products

## 5.4 Future Trends

5.4.1 Increasing Demand for Natural Additives

## 5.5 Impact of Drivers and Restraints:

# 6. FLAVOR MASKING AGENTS MARKET - EUROPE MARKET ANALYSIS

6.1 Europe Flavor Masking Agents Market Revenue (US\$ Thousand), 2020 - 2030

6.2 Europe Flavor Masking Agents Market Forecast and Analysis

# 7. EUROPE FLAVOR MASKING AGENTS MARKET ANALYSIS - BY TYPE

## 7.1 Sweet

7.1.1 Overview

7.1.2 Sweet: Europe Flavor Masking Agents Market Revenue and Forecast to 2030 (US\$ Thousand)

## 7.2 Salt

7.2.1 Overview

7.2.2 Salt: Europe Flavor Masking Agents Market Revenue and Forecast to 2030 (US\$ Thousand)

## 7.3 Fat

7.3.1 Overview

7.3.2 Fat: Europe Flavor Masking Agents Market Revenue and Forecast to 2030 (US\$ Thousand)

## 7.4 Bitter

7.4.1 Overview

7.4.2 Bitter: Europe Flavor Masking Agents Market Revenue and Forecast to 2030 (US\$ Thousand)

## 7.5 Others

7.5.1 Overview

7.5.2 Others: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)

# 8. EUROPE FLAVOR MASKING AGENTS MARKET ANALYSIS - BY APPLICATION

## 8.1 Food and Beverages

- 8.1.1 Overview
- 8.1.2 Food and Beverages: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.2 Bakery and Confectionery
  - 8.2.1 Overview
  - 8.2.2 Bakery and Confectionery: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.3 Dairy and Frozen Desserts
  - 8.3.1 Overview
  - 8.3.2 Dairy and Frozen Desserts: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.4 Beverages
  - 8.4.1 Overview
  - 8.4.2 Beverages: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.5 Meat, Poultry, and Seafood
  - 8.5.1 Overview
  - 8.5.2 Meat, Poultry, and Seafood: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.6 Meat Substitutes
  - 8.6.1 Overview
  - 8.6.2 Meat Substitutes: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.7 Dairy Alternatives
  - 8.7.1 Overview
  - 8.7.2 Dairy Alternatives: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.8 RTE and RTC Meals
  - 8.8.1 Overview
  - 8.8.2 RTE and RTC Meals: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.9 Other Food and Beverages
  - 8.9.1 Overview
  - 8.9.2 Other Food and Beverages: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)
- 8.10 Pharmaceuticals and Nutraceuticals
  - 8.10.1 Overview
  - 8.10.2 Pharmaceuticals and Nutraceuticals: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)

## 8.11 Others

### 8.11.1 Overview

8.11.2 Others: Europe Flavor Masking Agents Market Revenue, and Forecast to 2030 (US\$ Thousand)

## 9. EUROPE FLAVOR MASKING AGENTS MARKET - COUNTRY ANALYSIS

### 9.1 Europe

#### 9.1.1 Europe Flavor Masking Agents Market Breakdown by Country

9.1.1.1 Germany Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

##### 9.1.1.1.1 Germany Flavor Masking Agents Market Breakdown by Type

##### 9.1.1.1.2 Germany Flavor Masking Agents Market Breakdown by Application

9.1.1.2 France Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

##### 9.1.1.2.1 France Flavor Masking Agents Market Breakdown by Type

##### 9.1.1.2.2 France Flavor Masking Agents Market Breakdown by Application

9.1.1.3 Italy Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

##### 9.1.1.3.1 Italy Flavor Masking Agents Market Breakdown by Type

##### 9.1.1.3.2 Italy Flavor Masking Agents Market Breakdown by Application

9.1.1.4 UK Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

##### 9.1.1.4.1 UK Flavor Masking Agents Market Breakdown by Type

##### 9.1.1.4.2 UK Flavor Masking Agents Market Breakdown by Application

9.1.1.5 Russia Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

##### 9.1.1.5.1 Russia Flavor Masking Agents Market Breakdown by Type

##### 9.1.1.5.2 Russia Flavor Masking Agents Market Breakdown by Application

9.1.1.6 Rest of Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

##### 9.1.1.6.1 Rest of Europe Flavor Masking Agents Market Breakdown by Type

##### 9.1.1.6.2 Rest of Europe Flavor Masking Agents Market Breakdown by Application

## 10. COMPANY PROFILES

### 10.1 Sensient Technologies Corp

#### 10.1.1 Key Facts

#### 10.1.2 Business Description



- 10.1.3 Products and Services
- 10.1.4 Financial Overview
- 10.1.5 SWOT Analysis
- 10.1.6 Key Developments
- 10.2 Firmenich International SA
  - 10.2.1 Key Facts
  - 10.2.2 Business Description
  - 10.2.3 Products and Services
  - 10.2.4 Financial Overview
  - 10.2.5 SWOT Analysis
  - 10.2.6 Key Developments
- 10.3 Tate & Lyle Plc
  - 10.3.1 Key Facts
  - 10.3.2 Business Description
  - 10.3.3 Products and Services
  - 10.3.4 Financial Overview
  - 10.3.5 SWOT Analysis
  - 10.3.6 Key Developments
- 10.4 Archer-Daniels-Midland Co
  - 10.4.1 Key Facts
  - 10.4.2 Business Description
  - 10.4.3 Products and Services
  - 10.4.4 Financial Overview
  - 10.4.5 SWOT Analysis
  - 10.4.6 Key Developments
- 10.5 Kerry Group Plc
  - 10.5.1 Key Facts
  - 10.5.2 Business Description
  - 10.5.3 Products and Services
  - 10.5.4 Financial Overview
  - 10.5.5 SWOT Analysis
  - 10.5.6 Key Developments
- 10.6 Carmi Flavor & Fragrance Co Inc
  - 10.6.1 Key Facts
  - 10.6.2 Business Description
  - 10.6.3 Products and Services
  - 10.6.4 Financial Overview
  - 10.6.5 SWOT Analysis
  - 10.6.6 Key Developments



- 10.7 Synergy Flavors Inc
  - 10.7.1 Key Facts
  - 10.7.2 Business Description
  - 10.7.3 Products and Services
  - 10.7.4 Financial Overview
  - 10.7.5 SWOT Analysis
  - 10.7.6 Key Developments
- 10.8 Virginia Dare Extract Co Inc
  - 10.8.1 Key Facts
  - 10.8.2 Business Description
  - 10.8.3 Products and Services
  - 10.8.4 Financial Overview
  - 10.8.5 SWOT Analysis
  - 10.8.6 Key Developments
- 10.9 GEO Specialty Chemicals Inc
  - 10.9.1 Key Facts
  - 10.9.2 Business Description
  - 10.9.3 Products and Services
  - 10.9.4 Financial Overview
  - 10.9.5 SWOT Analysis
  - 10.9.6 Key Developments
- 10.10 Koninklijke DSM NV
  - 10.10.1 Key Facts
  - 10.10.2 Business Description
  - 10.10.3 Products and Services
  - 10.10.4 Financial Overview
  - 10.10.5 SWOT Analysis
  - 10.10.6 Key Developments

## **11. APPENDIX**

## List Of Tables

### LIST OF TABLES

Table 1. Europe Flavor Masking Agents Market Segmentation

Table 2. List of Vendors in the Value Chain

Table 3. Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Table 4. Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - Type

Table 5. Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - Application

Table 6. Germany Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Type

Table 7. Germany Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Application

Table 8. France Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Type

Table 9. France Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Application

Table 10. Italy Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Type

Table 11. Italy Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Application

Table 12. UK Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Type

Table 13. UK Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Application

Table 14. Russia Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Type

Table 15. Russia Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Application

Table 16. Rest of Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Type

Table 17. Rest of Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand) - By Application

## List Of Figures

### LIST OF FIGURES

- Figure 1. Europe Flavor Masking Agents Market Segmentation, By Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Europe Flavor Masking Agents Market
- Figure 4. Europe Flavor Masking Agents Market - Key Industry Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. Europe Flavor Masking Agents Market Revenue (US\$ Thousand), 2020 - 2030
- Figure 7. Europe Flavor Masking Agents Market Share (%) - Type, 2022 and 2030
- Figure 8. Sweet: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 9. Salt: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 10. Fat: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 11. Bitter: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 12. Others: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 13. Europe Flavor Masking Agents Market Share (%) -Application, 2022 and 2030
- Figure 14. Food and Beverages: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 15. Bakery and Confectionery: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 16. Dairy and Frozen Desserts: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 17. Beverages: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 18. Meat, Poultry, and Seafood: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 19. Meat Substitutes: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 20. Dairy Alternatives: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)
- Figure 21. RTE and RTC Meals: Europe Flavor Masking Agents Market Revenue and

Forecasts to 2030 (US\$ Thousand)

Figure 22. Other Food and Beverages: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 23. Pharmaceuticals and Nutraceuticals: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 24. Others: Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 25. Europe Flavor Masking Agents Market Revenue, by Key Countries, (2022)(US\$ Th)

Figure 26. Europe Flavor Masking Agents Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 27. Germany Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 28. France Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 29. Italy Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 30. UK Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 31. Russia Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

Figure 32. Rest of Europe Flavor Masking Agents Market Revenue and Forecasts to 2030 (US\$ Thousand)

## I would like to order

Product name: Europe Flavor Masking Agents Market Forecast to 2030 - Regional Analysis - by Type (Sweet, Salt, Fat, Bitter, and Others) and Application (Food and Beverages [Bakery and Confectionery; Dairy and Frozen Desserts; Beverages; Meat, Poultry, and Seafood; Meat Substitutes; Dairy Alternatives; RTE and RTC Meals; and Other Food and Beverages], Pharmaceuticals and Nutraceuticals, and Others)

Product link: <https://marketpublishers.com/r/E7D97FA19012EN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E7D97FA19012EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970