

Europe 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 Europe powdered flavors market was valued at US\$ 2,466.20 million in 2022 and is expected to reach US\$ 3,663.74 million by 2030; it is estimated to grow at a CAGR of 5.1% from 2022 to 2030.

Advantages of Powder Flavors Fuels the Europe Powdered Flavors Market

Powdered flavors are dehydrated or dried forms of liquid extracts. They are manufactured by spray drying or freeze drying the puree, paste, or liquid emulsions to form a fine, concentrated powder that easily blends in different formulations and is shelf stable. Powdered flavors are used in a wide range of food products, such as baked goods, confectionery, dairy and frozen desserts, savory snacks, soups, sauces, dressings, ready-to-eat meals, nutraceuticals, and meat and meat substitute products. In bakery products, powdered flavors are used in dry mixes for consistent flavor and texture. The most widely used powdered flavors in bakery and confectionery products are cocoa powder, vanilla powder, fruit powders, and cinnamon powder. Powdered flavors blend easily and enhance the taste of savory snacks—such as chips, tortilla chips, popcorn, crackers, and extruded snacks.

In soups, spreads, sauces, and dressings, powdered flavors such as spice powders, milk/cream powders, and cheese powders impart unique flavors, enhance their texture and consistency, and increase the water retention capacity. Powdered flavors are also used in nutraceuticals such as protein powders, gummies, and capsules and pills to mask the unwanted flavor of certain ingredients and increase the palatability of these products. In meat and meat substitute products, powdered flavors are used to impart the umami flavor and aroma, attracting a large number of consumers.

The rising demand for convenience food and beverages worldwide due to hectic lifestyles, changing eating habits, and rising per capita income has boosted the need for food additives, including powdered flavors.

Thus, the wide application of powdered flavors and the rising demand for packaged food such as bakery, confectionery, dairy and frozen desserts, savory and sweet snacks, soups, sauces, salad dressings, RTE meals, and meat products, is driving the Europe powdered flavors market.

Europe Powdered Flavors Market Overview

The Europe powdered flavors market is segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. According to the European Institute of Innovation and Technology (EIT), UK consumers have been following the trend of convenience food product consumption across categories, and the most significant rise has been seen in cereals, bakery & confectioner, dairy & frozen desserts, snacks & RTE meals, alcohol, and tasty treats. The consumption of snacks over set mealtimes is also rising in the UK, Finland, Germany, and Romania. Meanwhile, 52% increased has seen in bulk buying of convenience food, and online shopping is up significantly. Powdered flavors offer convenience in food and beverage preparation, leading to increased consumer interest. They also have a longer shelf life, help in reducing food wastage and attract manufacturers looking for long-lasting ingredients. Manufacturers in Europe increasingly create customized flavor profiles using powdered forms, catering to diverse consumer preferences. Since the COVID-19 pandemic, the growing health and wellness trends have also boosted the demand for powdered flavors across Europe. The rise in plant-based and vegan diets across the region presents an opportunity to manufacture powdered flavors that align with these dietary preferences. Hence, the trending adoption of plant-based and vegan-based diets provides a lucrative opportunity for manufacturers.

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

Europe Powdered Flavors Market Segmentation

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

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

Based on category, the Europe 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 Europe 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 Europe powdered flavors market is segmented to Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe 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 Europe powdered flavors market.

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