

# **Europe Vanilla Extract Market Forecast to 2030 - Regional Analysis - by Form (Powder and Liquid), Category (Organic and Conventional), and Application (Food & Beverages [Bakery & Confectionery, Dairy & Frozen Desserts, Beverages, Sweet & Savory Snacks, and Others], Personal Care, and Others)**

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## **Abstracts**

The Europe vanilla extract market was valued at US\$ 71.96 million in 2022 and is expected to reach US\$ 109.41 million by 2030; it is estimated to record a CAGR of 5.4% from 2022 to 2030.

### **Rising Adoption of Vanilla Extract in Personal Care Drives Europe Vanilla Extract Market**

Awareness regarding health and skin care has increased significantly among people in recent years. Due to increased disposable income, consumers are willing to spend a tremendous amount on skincare products that make their skin appear healthy and radiant. People also spend extensively on personal care products as they are conscious about their appearance in social settings. Increasing pressure to look good in an image-focused society and rising expenditure on beauty products fuel the growth of the personal care industry across the world.

Vanilla has extensive usage in the personal care & cosmetic industry. As vanilla is high in antioxidants, which neutralize free radicals and help repair skin damage, it is highly utilized in cosmetics and skincare products. With the growing awareness about its anti-inflammatory and antiaging properties, use of vanilla has increased in various skincare products such as moisturizers, antiaging lotions, sunscreens, and face masks. Thus,

with growing adoption, manufacturers offer vanilla-flavored cosmetics and personal care products.

Thus, the rising adoption of vanilla extracts in various cosmetics and personal care products to meet emerging consumer demand bolsters the vanilla extract market growth.

## Europe Vanilla Extract Market Overview

The Rest of Europe vanilla extract market is segmented into Russia, Poland, Greece, and Belgium, among others. The ongoing self-care trend of European consumers encourages manufacturers to incorporate different natural extracts in their skin care products, such as face washes, body creams, and moisturizers. Moreover, vanilla is used as a flavoring agent in various food & beverages, such as bakery & confectionery products, frozen desserts, and savory snacks. With the increasing demand for vanilla extract among various end-use industries, manufacturers are expanding their portfolio to offer an extensive range of products to end users.

## Europe Vanilla Extract Market Revenue and Forecast to 2030 (US\$ Million)

### Europe Vanilla Extract Market Segmentation

The Europe vanilla extract market is segmented based on form, category, application, and country. Based on form, the Europe vanilla extract market is bifurcated into powder and liquid. The liquid segment held a larger market share in 2022.

In terms of category, the Europe vanilla extract market is bifurcated into organic and conventional. The conventional segment held a larger market share in 2022.

By application, the Europe vanilla extract market is categorized into food & beverages, personal care, and others. The food & beverages segment held the largest market share in 2022. Further, food & beverages segment is categorized into bakery & confectionery, dairy & frozen desserts, beverages, sweet & savory snacks, and others.

Based on country, the Europe vanilla extract market is segmented into Germany, the UK, France, Italy, Spain, the Netherlands, and the Rest of Europe. The Rest of Europe dominated the Europe vanilla extract market share in 2022.

Eurovanille, Prova SAS, HE Stringer Flavours Ltd, Natural Vanilla Pty Ltd, Kerry Group

Plc, Archer-Daniels-Midland Co, Virginia Dare Extract Co Inc, and Synergy Flavors Inc are some of the leading players operating in the Europe vanilla extract market.

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