

Middle East & Africa Aroma Ingredients for Food and Beverages Market Forecast to 2030 - Regional Analysis - by Type {Synthetic (Terpenes, Aldehydes, Aliphatic, and Others) and Natural (Essential Oils, Herbal Extracts, Oleoresins, and Others)} and Application (Bakery and Confectionery, Dairy and Frozen Desserts, Beverages, Sweet and Savory Snacks, RTE and RTC Meals, and Others)

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Abstracts

The Middle East & Africa aroma ingredients for food and beverages market was valued at US\$ 60.65 million in 2022 and is expected to reach US\$ 84.50 million by 2030; it is estimated to register a CAGR of 4.2% from 2022 to 2030.

Rising Trend for Natural Aromas Bolsters Middle East & Africa Aroma Ingredients for Food and Beverages Market

Consumers are becoming more conscious of the ingredients in their food and beverages, seeking products made with natural and authentic components. Natural aroma ingredients derived from sources such as fruits, herbs, spices, herbs, and botanicals resonate with growing consumer preferences for clean-label products. Key players in the market are developing natural aroma ingredients to cater to the growing consumer demand. For instance, in June 2021, Firmenich announced the launch of the Firgood collection, a new range of pure, 100% natural extracts obtained by a revolutionary, sustainable proprietary extraction technology. The launch was aimed to cater to the growing demand for natural ingredients.

Further, the preference for natural aroma ingredients extends beyond health considerations to encompass sensory experience and flavor authenticity. Natural aroma ingredients possess complex and nuanced flavor profiles that synthetic ingredients cannot replicate, providing a more authentic and satisfying culinary experience. The prominent players in the market are investing in developing natural aroma ingredients.

Thus, the increasing demand for natural aroma ingredients in the food & beverages industry is expected to be a notable trend within the aroma ingredients market in the coming years.

Middle East & Africa Aroma Ingredients for Food and Beverages Market Overview

The major factors driving the growth of the Middle East & Africa aroma ingredients for the food and beverages market are the growing adoption of convenience food products. There is a greater emphasis on ready-to-eat meals, snacks, and indulgent treats. Aroma ingredients play a vital role in enhancing the sensory appeal of these products, making them more enticing to consumers seeking convenient yet flavorful options.

Consequently, there's a growing market for aroma ingredients in the Middle East & Africa as manufacturers strive to meet the demand for premium, indulgent food and beverage offerings.

With surging global food trends and flavors, consumers in the Middle East & Africa are willingly trying new culinary choices to seek out new and exotic taste experiences. Aroma ingredients sourced from around the world allow manufacturers to cater to this demand for diverse and innovative sensory experiences. As consumer palates continue to evolve, the demand for aroma ingredients is expected to increase further, fueling innovation and expansion in the food & beverage industry across the Middle East & Africa.

Middle East & Africa Aroma Ingredients for Food and Beverages Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Aroma Ingredients for Food and Beverages Market Segmentation

The Middle East & Africa aroma ingredients for food and beverages market is categorized into type, application, and country.

Based on type, the Middle East & Africa aroma ingredients for food and beverages market is bifurcated into synthetic and natural. The synthetic segment held a larger

market share in 2022. Furthermore, the synthetic segment is further sub segmented into terpenes, aldehydes, aliphatic, and others. Additionally, the natural segment is further sub segmented into essential oils, herbal extracts, oleoresins, and others.

In terms of application, the Middle East & Africa aroma ingredients for food and beverages market is categorized into bakery and confectionery, dairy and frozen desserts, beverages, sweet and savory snacks, RTE and RTC meals, and others. The bakery and confectionery segment held the largest market share in 2022.

By country, the Middle East & Africa aroma ingredients for food and beverages market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa aroma ingredients for food and beverages market share in 2022.

International Flavors & Fragrances Inc, Sensient Technologies Corp, BASF SE, V MANE FILS SAS, Symrise AG, Firmenich International SA, Archer-Daniels-Midland Co, and Kerry Group Plc are some of the leading companies operating in the Middle East & Africa aroma ingredients for food and beverages 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. MIDDLE EAST & AFRICA AROMA INGREDIENTS FOR FOOD AND BEVERAGES 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 Distributors/Suppliers
 - 4.3.4 Application
- 4.4 Qualitative Analysis of the Manufacturing Process of Aroma Ingredients

5. MIDDLE EAST & AFRICA AROMA INGREDIENTS FOR FOOD AND BEVERAGES MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers

- 5.1.1 Increasing Importance of Aroma in Food & Beverage Industry
- 5.1.2 Strategic Initiatives by Key Market Players
- 5.2 Market Restraints
 - 5.2.1 Regulatory Compliances
- 5.3 Market Opportunities
 - 5.3.1 Rising Demand for Aromas in Plant-Based Food and Beverages
- 5.4 Future Trends
 - 5.4.1 Rising Trend for Natural Aromas
- 5.5 Impact of Drivers and Restraints:

6. AROMA INGREDIENTS FOR FOOD AND BEVERAGES MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS

- 6.1 Aroma Ingredients for Food and Beverages Market Revenue (US\$ Million), 2020-2030
- 6.2 Aroma Ingredients for Food and Beverages Market Forecast Analysis

7. MIDDLE EAST & AFRICA AROMA INGREDIENTS FOR FOOD AND BEVERAGES MARKET ANALYSIS - BY TYPE

- 7.1 Synthetic
 - 7.1.1 Overview
 - 7.1.2 Synthetic: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.2.1 Terpenes
 - 7.1.2.1.1 Overview
 - 7.1.2.1.2 Terpenes: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.2.2 Aldehydes
 - 7.1.2.2.1 Overview
 - 7.1.2.2.2 Aldehydes: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.2.3 Aliphatic
 - 7.1.2.3.1 Overview
 - 7.1.2.3.2 Aliphatic: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.2.4 Others
 - 7.1.2.4.1 Overview
 - 7.1.2.4.2 Others: Aroma Ingredients for Food and Beverages Market - Revenue and

Forecast to 2030 (US\$ Million)

7.2 Natural

7.2.1 Overview

7.2.2 Natural: Aroma Ingredients for Food and Beverages Market - Revenue and

Forecast to 2030 (US\$ Million)

7.2.2.1 Essential Oils

7.2.2.1.1 Overview

7.2.2.1.2 Essential Oils: Aroma Ingredients for Food and Beverages Market -

Revenue and Forecast to 2030 (US\$ Million)

7.2.2.2 Herbal Extracts

7.2.2.2.1 Overview

7.2.2.2.2 Herbal Extracts: Aroma Ingredients for Food and Beverages Market -

Revenue and Forecast to 2030 (US\$ Million)

7.2.2.3 Oleoresins

7.2.2.3.1 Overview

7.2.2.3.2 Oleoresins: Aroma Ingredients for Food and Beverages Market - Revenue

and Forecast to 2030 (US\$ Million)

7.2.2.4 Others

7.2.2.4.1 Overview

7.2.2.4.2 Others: Aroma Ingredients for Food and Beverages Market - Revenue and

Forecast to 2030 (US\$ Million)

8. MIDDLE EAST & AFRICA AROMA INGREDIENTS FOR FOOD AND BEVERAGES MARKET ANALYSIS - BY APPLICATION

8.1 Bakery and Confectionery

8.1.1 Overview

8.1.2 Bakery and Confectionery: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

8.2 Dairy and Frozen Desserts

8.2.1 Overview

8.2.2 Dairy and Frozen Desserts: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

8.3 Beverages

8.3.1 Overview

8.3.2 Beverages: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

8.4 Sweet and Savory Snacks

8.4.1 Overview

8.4.2 Sweet and Savory Snacks: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

8.5 RTE and RTC Meals

8.5.1 Overview

8.5.2 RTE and RTC Meals: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

8.6 Others

8.6.1 Overview

8.6.2 Others: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

9. MIDDLE EAST & AFRICA AROMA INGREDIENTS FOR FOOD AND BEVERAGES MARKET - COUNTRY ANALYSIS

9.1 Middle East & Africa

9.1.1 Middle East & Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast Analysis - by Country

9.1.1.1 Middle East & Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast Analysis - by Country

9.1.1.2 South Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

9.1.1.2.1 South Africa: Aroma Ingredients for Food and Beverages Market Breakdown, by Type

9.1.1.2.2 South Africa: Aroma Ingredients for Food and Beverages Market Breakdown, by Application

9.1.1.3 Saudi Arabia: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

9.1.1.3.1 Saudi Arabia: Aroma Ingredients for Food and Beverages Market Breakdown, by Type

9.1.1.3.2 Saudi Arabia: Aroma Ingredients for Food and Beverages Market Breakdown, by Application

9.1.1.4 United Arab Emirates: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

9.1.1.4.1 United Arab Emirates: Aroma Ingredients for Food and Beverages Market Breakdown, by Type

9.1.1.4.2 United Arab Emirates: Aroma Ingredients for Food and Beverages Market Breakdown, by Application

9.1.1.5 Rest of Middle East & Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

9.1.1.5.1 Rest of Middle East & Africa: Aroma Ingredients for Food and Beverages
Market Breakdown, by Type

9.1.1.5.2 Rest of Middle East & Africa: Aroma Ingredients for Food and Beverages
Market Breakdown, by Application

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis by Key Players

10.2 Company Positioning & Concentration

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 New Product Development

11.3 Partnerships, Expansions, and Mergers and Acquisitions

12. COMPANY PROFILES

12.1 International Flavors & Fragrances Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Sensient Technologies Corp

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 BASF SE

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

12.4 V. MANE Fils SAS

12.4.1 Key Facts

12.4.2 Business Description

12.4.3 Products and Services

12.4.4 Financial Overview

12.4.5 SWOT Analysis

12.4.6 Key Developments

12.5 Symrise AG

12.5.1 Key Facts

12.5.2 Business Description

12.5.3 Products and Services

12.5.4 Financial Overview

12.5.5 SWOT Analysis

12.5.6 Key Developments

12.6 Firmenich International SA

12.6.1 Key Facts

12.6.2 Business Description

12.6.3 Products and Services

12.6.4 Financial Overview

12.6.5 SWOT Analysis

12.6.6 Key Developments

12.7 Archer-Daniels-Midland Co

12.7.1 Key Facts

12.7.2 Business Description

12.7.3 Products and Services

12.7.4 Financial Overview

12.7.5 SWOT Analysis

12.7.6 Key Developments

12.8 Kerry Group plc

12.8.1 Key Facts

12.8.2 Business Description

12.8.3 Products and Services

12.8.4 Financial Overview

12.8.5 SWOT Analysis

12.8.6 Key Developments

13. APPENDIX

13.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa Aroma Ingredients for Food and Beverages Market Segmentation

Table 2. Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Table 3. Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million) - by Type

Table 4. Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million) - by Application

Table 5. Middle East & Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million) - by Country

Table 6. South Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Type

Table 7. South Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Application

Table 8. Saudi Arabia: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Type

Table 9. Saudi Arabia: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Application

Table 10. United Arab Emirates: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Type

Table 11. United Arab Emirates: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Application

Table 12. Rest of Middle East & Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Type

Table 13. Rest of Middle East & Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million) - by Application

Table 14. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. Middle East & Africa Aroma Ingredients for Food and Beverages Market Segmentation, by Country

Figure 2. Aroma Ingredients for Food and Beverages Market - Porter's Analysis

Figure 3. Ecosystem: Aroma Ingredients for Food and Beverages Market

Figure 4. Aroma Ingredients for Food and Beverages Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Aroma Ingredients for Food and Beverages Market Revenue (US\$ Million), 2020-2030

Figure 7. Aroma Ingredients for Food and Beverages Market Share (%) - by Type (2022 and 2030)

Figure 8. Synthetic: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 9. Terpenes: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 10. Aldehydes: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 11. Aliphatic: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 12. Others: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 13. Natural: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 14. Essential Oils: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 15. Herbal Extracts: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 16. Oleoresins: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 17. Others: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 18. Aroma Ingredients for Food and Beverages Market Share (%) - by Application (2022 and 2030)

Figure 19. Bakery and Confectionery: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 20. Dairy and Frozen Desserts: Aroma Ingredients for Food and Beverages

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

Figure 21. Beverages: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 22. Sweet and Savory Snacks: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 23. RTE and RTC Meals: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 24. Others: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 25. Middle East & Africa Aroma Ingredients for Food and Beverages Market, by Key Countries - Revenue (2022) (US\$ Million)

Figure 26. Middle East & Africa: Aroma Ingredients for Food and Beverages Market Breakdown, by Key Countries, 2022 and 2030 (%)

Figure 27. South Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million)

Figure 28. Saudi Arabia: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million)

Figure 29. United Arab Emirates: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030 (US\$ Million)

Figure 30. Rest of Middle East & Africa: Aroma Ingredients for Food and Beverages Market - Revenue and Forecast to 2030(US\$ Million)

Figure 31. Company Positioning & Concentration

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