

# **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.

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