

Middle East & Africa Flavor Masking Agents for Food and Beverages Market Forecast to 2030 - Regional Analysis - by Type (Sweet, Salt, Fat, Bitter, and Others) and Application (Bakery and Confectionery; Dairy and Frozen Desserts; Beverages; Meat, Poultry, and Seafood; Meat Substitutes; Dairy Alternatives; RTE and RTC Meals; and Others)

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Abstracts

The Middle East & Africa flavor masking agents for food and beverages market was valued at US\$ 6.73 million in 2022 and is expected to reach US\$ 9.79 million by 2030; it is estimated to record a CAGR of 4.8% from 2022 to 2030.

Rising Use of Flavor Masking Agents in Plant-Based Products Drive Middle East & Africa Flavor Masking Agents for Food and Beverages Market

Consumers are highly inclined toward plant-based foods and beverages as they perceive them as healthier than conventional items. The global proliferation of veganism among people propels the consumption of plant-based products. Plant protein is added to plant-based products, including meat substitutes and dairy alternatives, to fulfill the nutritional requirements. Pea protein is a popular choice of plant protein in meat alternatives due to its high protein content, low saturated fat, and high fiber content. Plant proteins such as pea, soy, almonds, and other ingredients give the end product beany, bitter, cardboardy, and chalky tastes. There might also be unpleasant perceptions around aroma, astringency, and mouthfeel. Kerry Group, Synergy Flavors, and Glanbia are among the well-established brands offering flavor masking agents for plant-based products. Flavor masking agents are highly used in plant-based products to give the desired flavor and taste. Thus, increasing demand for plant-based products

among consumers owing to their associated health benefits is expected to create lucrative opportunities for the flavor masking agents in the food & beverages market during the forecast period.

Middle East & Africa Flavor Masking Agents for Food and Beverages Market Overview

The Middle East & Africa flavor masking agents for food and beverages market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. Upsurging demand for meat substitutes and dairy alternatives fuels the need for flavor masking agents in the region. The agents help to mask any inherent off-notes or unfamiliar flavors in ingredients such as plant protein, vitamins and minerals, and amino acids, enabling manufacturers to create meat substitutes and dairy alternative products with palatable taste that are appealing to consumers. A plant-based diet gains popularity in the Middle East & Africa owing to rising health and environmental concerns among consumers. According to EcoMENA, the Gulf News highlighted the 250% increase in vegan options in supermarkets across the Middle East & Africa in 2021. Flavor masking agents play a critical role in ensuring that these products meet the dietary requirements along with maintaining a delightful sensory experience. By masking the taste of certain plant-based ingredients, manufacturers can make these products appealing to a broader range of consumers, including those transitioning to or exploring plant-based diets. In addition, flavor masking agents enable the development of flavorful, plant-based options that cater to the region's diverse population and evolving dietary preferences. Thus, the growing popularity of plant-based food products drives the Middle East & Africa flavor masking agents for food and beverages market growth.

Middle East & Africa Flavor Masking Agents for Food and Beverages Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Flavor Masking Agents for Food and Beverages Market Segmentation

The Middle East & Africa flavor masking agents for food and beverages market is segmented based on type, application, and country.

Based on type, the Middle East & Africa flavor masking agents for food and beverages market is segmented into sweet, salt, fat, bitter, and others. The bitter segment held the

largest share in 2022.

By application, the Middle East & Africa flavor masking agents for food and beverages market is segmented into bakery and confectionery; dairy and frozen desserts; beverages; meat, poultry, and seafood; meat substitutes; dairy alternatives; RTE and RTC meals; and others. The beverages segment held the largest share in 2022.

Based on country, the Middle East & Africa flavor masking agents 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 flavor masking agents for food and beverages market in 2022.

Archer-Daniels-Midland Co, Firmenich International SA, Kerry Group Plc, Koninklijke DSM NV, Sensient Technologies Corp, Tate & Lyle Plc, and Virginia Dare Extract Co Inc are some of the leading companies operating in the Middle East & Africa flavor masking agents for food and beverages market.

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