

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

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## **Abstracts**

The Middle East & Africa flavor masking agents market was valued at US\$ 9.80 million in 2022 and is expected to reach US\$ 14.48 million by 2030; it is estimated to register a CAGR of 5.0% from 2022 to 2030.

### **Increasing Demand for Natural Additives Drives Middle East & Africa Flavor Masking Agents Market**

Consumers are highly concerned about their diet. They pay attention to product labels and additives used in packaged food and beverages as well as dietary supplements. The popularity of organic products is increasing owing to their perceived health benefits. They are free of pesticides, chemical fertilizers, and genetically modified organisms (GMOs), which increase their appeal among consumers who are ready to pay higher prices. Moreover, consumers increasingly prefer clean-label products free of synthetic colors, flavors, and other additives. Further, they focus on holistic and conscious consumption and prefer products made with ethically sourced additives. Thus, the demand for natural additives is increasing in the food & beverage and nutraceuticals industries.

Kerry Group, one of the known manufacturers of flavor masking agents, offers 'Prolamin Coating', a natural flavor masking agent. It is a known masking agent for bitter taste masking. Prolamin is a plant storage protein found in the seeds of cereal grains such as rice and oats and accounts for ~5-10 % of the total proteins in those plants. Manufacturers and flavor companies could produce clean, labeled flavor masking agents by extracting, separating, and purifying prolamin-rich fractionation. Thus, an upsurging demand for natural additives is expected to create a new trend in the flavor masking agents in market in the coming years.

### Middle East & Africa Flavor Masking Agents Market Overview

The Middle East & Africa flavor masking agents 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 the 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.

According to the data given by TradeArabia, the pharmaceutical industry in Middle East & Africa region is expected to grow at a faster pace accounting for USD 60 billion by the end of 2025. This is due to significant growth of the pharmaceutical industry in the UAE and other countries. Moreover, factors contributing towards the growth of pharmaceutical industry in this region are growth in population, lifestyle changes, increased life expectancy, and increased prioritization of healthcare services by the governments of the leading countries in this region. Flavor masking agents are extensively used in oral supplements and drugs. Thus, the rapidly growing pharmaceutical industry in this region is also favoring the growth of flavor masking agents market over the coming years.

### Middle East & Africa Flavor Masking Agents Market Revenue and Forecast to 2030

(US\$ Th)

## Middle East & Africa Flavor Masking Agents Market Segmentation

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

Based on type, the Middle East & Africa flavor masking agents market is categorized into sweet, salt, fat, bitter, and others. The bitter segment held the largest Middle East & Africa flavor masking agents market share in 2022.

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

Based on country, the Middle East & Africa flavor masking agents market is categorized into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa flavor masking agents market in 2022.

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

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