

Middle East & Africa Palatants Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Form (Dry and Liquid), Category (Organic and Conventional), and Source (Plant Derived Palatants, Meat Derived Palatants, Insect Derived Palatants, and Others)

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Abstracts

The Middle East & Africa palatants market is expected to grow from US\$ 67.82 million in 2022 to US\$ 94.16 million by 2028. It is estimated to grow at a CAGR of 5.6% from 2022 to 2028.

Increasing Consumer Preference for Clean Label Products is fueling the Middle East & Africa palatants market growth during the forecast period

Traditionally, palatants produced with the help of by products from the livestock industry were considered effective. However, potential problems associated with animal proteins regarding sanitation and import of animal-based palatants have increased the demand for plant-based palatants worldwide. Sanitary issues and issues related to the import of animal-based palatants have surged the demand for plant-based palatants across the region. The rising awareness about the health and diet of pets has fueled the need for naturally labelled products. Pet owners are buying natural pet food products and are interested in clean labelling of ingredients used in pet food products such as artificial flavours, allergens, no grains, colors, or preservatives.

Importing animal-based palatants involves sanitary issues; hence, companies are manufacturing plant-based palatants as they have fewer issues related to cross-border commerce rules and protective measures. This has encouraged significant market

players to produce and launch natural palatants. In June 2019, Kemin Nutrisurance announced the launch of PALTEVA, a line of natural flavor enhancers for dog food, to help manufacturers meet the growing demand for natural pet food products. In October 2020, Kerry Inc. announced the launch of PurePal, a plant-based palatant designed to add flavor and aroma to pet food. Thus, the increasing consumer preference for clean label products is fueling the Middle East & Africa palatants market growth during the forecast period.

Middle East & Africa Palatants Market Overview

The Middle East & Africa palatants market is sub segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. Egypt and Saudi Arabia are the critical animal feed producers in the region, which indicates the potential for palatants providers in these countries. Moreover, with the availability of a wide variety of animal food products, Middle East and African countries exhibit a shift in the dietary patterns for animals and pets; nutrient content, health benefits, and long shelf life of animal feeds are among the key factors facilitating this shift. Moreover, animal feed products are claimed to have a better taste appeal with delectable aroma and flavor. South Africa is among the pet-friendly countries. In recent years, the perception of people for acquiring dogs has changed in the recent years, as they have begun keeping dogs for companionship, in addition to safety purposes. Thus, with increased pet ownership and the progressive pet food industry, the demand for quality pet food ingredients is also growing in the Middle East & Africa, which is anticipated to boost the Middle East & Africa palatants market growth during the forecast period.

Middle East & Africa Palatants Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Palatants Market Segmentation

The Middle East & Africa palatants market is segmented into form, category, source, and country.

Based on form, the Middle East & Africa palatants market is bifurcated into dry and liquid. The dry segment held the larger market share in 2022.

Based on category, the Middle East & Africa palatants market is bifurcated into organic and conventional. The conventional segment held the larger market share in 2022.

Based on source, the Middle East & Africa palatants market is segmented into plant

derived palatants, meat derived palatants, insect derived palatants, and others. The meat derived palatants segment held the larger market share in 2022.

Based on country, the Middle East & Africa palatants 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 market share in 2022.

AFB International Inc; Archer-Daniels-Midland Co; BHJ AS; Bitek Industries Pty Ltd; Kemin Industries Inc; Kerry Group Plc; Ohly GmbH; and Symrise AG are the leading companies operating in the Middle East & Africa palatants market.

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