

Middle East & Africa Powdered Flavors Market Forecast to 2030 – Regional Analysis – by Type (Sweet, Savory, and Others), Category (Natural [Organic and Conventional] and Synthetic), and Application (Bakery and Confectionery; Dairy and Frozen Desserts; Soups, Sauces, and Dressings; Meat and Meat Substitute Products; Snacks and RTE Meals; Nutritional Supplements; and Others)

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Abstracts

The Middle East & Africa powdered flavors market was valued at US\$ 535.79 million in 2022 and is expected to reach US\$ 755.72 million by 2030; it is estimated to grow at a CAGR of 4.4% from 2022 to 2030.

Increasing Demand for Clean-Label, Organic, and Plant-Based Ingredients Fuels the Middle East & Africa Powdered Flavors Market

Global consumers are becoming highly concerned about the food they consume, owing to which they are paying more attention to the product labels and the ingredients used in processed food products. The preference for 100% natural and simple ingredients has increased, compelling manufacturers to launch ingredients with clean-label claims. Organic food products are becoming increasingly popular owing to their perceived health benefits. Ingredients in organic products come from organically certified farms that follow strict farming practices. Organic products are free of pesticides, chemical fertilizers, and genetically modified organisms (GMOs), increasing their appeal among consumers, who are ready to pay high prices.

Manufacturers are launching products with organic, non-GMO (genetically modified organisms), and 100% natural claims to fulfill the changing requirements of consumers. In July 2022, Symrise also unveiled blueberry ingredients and active compounds in powder, flakes, and certified organic extracts that can be used as a flavoring agent in baked goods, ice creams, beverages, dietary supplements, and baby food.

Consumers are rapidly shifting toward vegan food due to rising health concerns related to animal-origin food and the perceived health benefits of plant-based food. Vegetarianism and veganism are on the rise across the globe as consumers are cutting down their meat and dairy intake and preferring products with 100% plant-based ingredients. Thus, constant product innovations, a rising preference for vegan food, and the growing popularity of organic and all-natural products are expected to accelerate market growth.

Middle East & Africa Powdered Flavors Market Overview

The Middle East & Africa powdered flavors market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The market is predominantly driven by the increasing demand for different flavors in bakery and confectionery, dairy and frozen desserts, soups, sauces, dressings, meat and meat substitute products, snacks, RTE meals, and nutritional supplements due to their health benefits.

Consumers in the Middle East & Africa extensively pay attention to the taste of their products. A similar trend is seen in the beverage industry, where the demand for flavored beverages is heightened in all categories. For instance, coffee and tea are two favorably consumed drinks in the Middle East & Africa and are considered traditional beverages. According to industry experts, ~10% of the global coffee expenditure is estimated to come from the UAE. Another favored beverage in the segment is bubble tea, which has gained traction in the Gulf Cooperation Council (GCC) countries. Bubble tea has emerged as a healthier choice for various available beverages. Consumers are also interested in the bubble tea variants with milk tea and flavors such as 'oreo cream cheese', 'caramel', and 'lychee'.

Thus, the rising demand for different flavors of beverages due to their health benefits and tastes has increased the demand for powdered flavors in the food & beverage industry, further driving the Middle East & Africa powdered flavors market.

Middle East & Africa Powdered Flavors Market Revenue and Forecast to 2030 (US\$ Mn)

Middle East & Africa Powdered Flavors Market Segmentation

The Middle East & Africa powdered flavors market is segmented into type, category, application, and country.

Based on type, the Middle East & Africa powdered flavors market is segmented into sweet, savory, and others. The savory segment held the largest market share in 2022.

Based on category, the Middle East & Africa powdered flavors market is divided into natural and synthetic. The synthetic segment held a larger market share in 2022. Natural segment is bifurcated into organic and conventional.

Based on application, the Middle East & Africa powdered flavors market is segmented into bakery and confectionery; dairy and frozen desserts; soups, sauces, and dressings; meat and meat substitute products; snacks and RTE meals; nutritional supplements; and others. The snacks and RTE meals segment held the largest market share in 2022.

Based on country, the Middle East & Africa powdered flavors market is segmented to South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa powdered flavors market share in 2022.

Bell Flavors & Fragrances Inc, Flavorchem Corp, Gold Coast Ingredients Inc, Robertet SA, Symrise AG, and Synergy Flavours Ltd are some of the leading companies operating in the Middle East & Africa powdered flavors market.

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