

North America 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 North America aroma ingredients for food and beverages market was valued at US\$ 290.62 million in 2022 and is expected to reach US\$ 393.28 million by 2030; it is estimated to register a CAGR of 3.9% from 2022 to 2030.

Increasing Importance of Aroma in Food & Beverage Industry Fuels North America Aroma Ingredients for Food and Beverages Market

In the food & beverages industry, aroma ingredients have become increasingly vital for enhancing the sensory experience. Consumers are becoming more discerning and seeking products that taste good and have an appealing aroma. Moreover, in an industry characterized by huge competition, differentiation is a key to capturing consumers' attention. This demand has resulted in manufacturers understanding the importance of creating high-quality aroma ingredients for food and beverages to taste delicious and evoke positive sensory responses to attract consumers. Aroma ingredients offer a unique opportunity for manufacturers to differentiate their products. By experimenting with diverse aroma profiles and incorporating novel fragrance combinations, food and beverage companies can create innovative offerings that cater

to evolving consumer preferences. This emphasis on differentiation through aroma allows and builds a loyal customer base, thereby driving the demand for a wide array of aroma ingredients.

Further, increasing demand for different aroma profiles has resulted in the development of technology for aroma applications. For instance, in June 2022, BASF SE announced the launch of Virtual Aroma Assistance-an online platform for a unique customer experience-to provide product services, regulatory guidelines, and describe sustainability features to consumers. Such developments have led to the easy incorporation of aroma ingredients in the food & beverages industry. Thus, the increasing importance of aroma in the food & beverage industry drives market growth.

North America Aroma Ingredients for Food and Beverages Market Overview

In North America aroma ingredients for food and beverages market are attributed to rising sales of convenience and packaged food products, the well-established food industry, and surging consumer preference for functional beverages. Aroma ingredients play a vital role in these products to enhance the overall aroma of the products, making it more appealing to the consumers. The growing consumer preference for natural and clean-label products has further contributed to market growth. As awareness of health and wellness continues to rise, consumers are increasingly seeking out products with natural aroma ingredients. This has led food and beverage manufacturers to incorporate aroma ingredients derived from natural sources such as fruits, herbs, and spices to meet consumer demand. In addition, the trend toward premiumization in the food & beverages sector has contributed to the increased demand for aroma ingredients.

Key market players in the region are adopting strategic initiatives such as mergers, acquisitions, collaborations, and partnerships to cater to the growing demand for aroma ingredients from food and beverage manufacturers. For instance, in June 2023, Univar Solutions Inc. announced that the company had become an authorized distributor for Camlin Fine Sciences Ltd.'s (CFS) aroma ingredients in the US and Canada. The collaboration will enable Camlin Fine Sciences Ltd. (CFS) to expand their reach and better serve customers in North America. Thus, such strategic initiatives by key players have contributed to the growth of the aroma ingredients for food and beverages market in North America.

North America Aroma Ingredients for Food and Beverages Market Revenue and Forecast to 2030 (US\$ Million)

North America Aroma Ingredients for Food and Beverages Market Segmentation

The North America aroma ingredients for food and beverages market is categorized into type, application, and country.

Based on type, the North America 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 North America 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 North America aroma ingredients for food and beverages market is segmented into the US, Canada, and Mexico. The US dominated the North America aroma ingredients for food and beverages market share in 2022.

International Flavors & Fragrances Inc, Sensient Technologies Corp, T Hasegawa Co Ltd, BASF SE, V MANE FILS SAS, Symrise AG, Firmenich International SA, Archer-Daniels-Midland Co, Kerry Group Plc, and Berje Inc are some of the leading companies operating in the North America aroma ingredients for food and beverages market.

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