

# **North America Dairy Flavors Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Flavor Profile (Cheese, Butter, Cream, and Others), Form (Liquid, Powder, and Paste), Category (Artificial and Natural), Nature (Dairy-based and Dairy-free), and Application (Bakery and Confectionery; Dairy and Frozen Desserts; Soups and Sauces; Dressings, Dips, and Spreads; Beverages; and Others)**

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## **Abstracts**

The North America dairy flavors market is expected to grow from US\$ 396.30 million in 2022 to US\$ 492.21 million by 2028. It is estimated to grow at a CAGR of 3.7% from 2022 to 2028.

**Surging Popularity of Clean Label and Organic Food Products will be Driving North America Dairy Flavors Market**

Consumers are shifting their preferences toward more natural and organic food products. They are highly concerned about the ingredients used in processed foods and beverages and are preferring simpler ingredients, free from chemical additives and genetically modified organisms (GMOs). Clean label and organic food products have gained significant traction among the consumers in the region since they are perceived to be healthier than conventional foods. Consumers are willing to pay a higher price for clean label and organic foods. In the dairy industry, the cows are fed with growth hormones that boost their milk production. Generally, recombinant bovine somatotropin (rBST) growth hormone is used in bovine feed to increase milk production in cows. However, consumers are concerned regarding the presence of rBST in milk and dairy

products. Therefore, the manufacturers of dairy flavors are using raw materials (milk) that are free from genetically modified organisms or growth hormones to develop organic, non-GMO, allergen-free, gluten-free, and organic products. For instance, The Edlong Corporation offers United States Department of Agriculture (USDA) certified organic dairy flavors such as milk, butter, cheese, and sweet dairy flavor profiles under “The Organics” product line. Such product development coupled with surging popularity of clean label and organic food products is projected to offer significant growth opportunities to the manufacturers of dairy flavors over the forecast period.

## North America Dairy Flavors Market Overview

The market in North America includes developed countries such as the US and Canada and developing countries such as Mexico. North America will account for a remarkable share of the North America dairy flavors market during the forecast period. Consumers in the US and Canada are moving toward a healthy lifestyle and prefer products that provide health benefits and good taste. Therefore, increasing health awareness among consumers drive the North America dairy flavors market in North America. In recent years, more than 300 varieties of cheese have been produced in North America. The increasing demand for cheese has been one of the significant factors influencing the dairy flavors industry across the region. According to the Ag Marketing Resource Center’s report in November 2021, the per-person cheese consumption in the US as 40.2 pounds in 2020. According to The US Department of Agriculture (USDA) Economic Research Service (ERS), in 2020, North Americans consumed 655 pounds of dairy products, whereas in 2021, consumption jumped to 667 pounds. Hence, the rising dairy consumption is further fueling the growth of the dairy flavor industry. In North America, the US is a major market for dairy flavors, followed by Canada and Mexico. For instance, coffee-flavored yogurt is widely preferred by consumers in North America. For the past few years, the food & beverages industry players in North America have been focusing on launching new ingredients using dairy flavors. In December 2020, Butter Buds, Inc., a global leader in dairy and non-dairy concentrates, launched Cheese Buds 32X Cheddar. This is a flavor enhancer. Also, food & beverage formulators can use this cheddar bud’s flavor profile in formulating snacks, sauces, and seasonings. As the dairy flavors trend continues to grow in popularity in North America, food & beverage producers anticipate a lucrative opportunity to deliver clean-label dairy flavor products. Businesses across multiple markets are responding to the dairy flavors trend. Further, manufacturers such as Buds Inc., Dairy Chem Inc., and The Edlong Corporation have established a strong presence in the market. Synergy Flavors offer innovative sweet and savory flavors and dedicated dairy expertise for end users looking to create stand-out product concepts. These flavors are used in forming products such as fluid milk,

cultured dairy products, ice cream and frozen desserts, creamer, and dairy spreads. All these factors are increasingly contributing to the growth of the dairy flavors industry across the region.

#### North America Dairy Flavors Market Revenue and Forecast to 2028 (US\$ Million)

##### North America Dairy Flavors Market Segmentation

The North America dairy flavors market is segmented into flavor profile, category, form, nature, application, and country.

Based on flavor profile, the North America dairy flavors market is segmented into cheese, butter, cream, and others. In 2022, the cheese segment registered a largest share in the North America dairy flavors market.

Based on form, the North America dairy flavors market is segmented into liquid, powder, and paste. In 2022, the liquid segment registered a largest share in the North America dairy flavors market.

Based on nature, the North America dairy flavors market is bifurcated into dairy-based and dairy-free. In 2022, the dairy-based segment registered a larger share in the North America dairy flavors market.

Based on category, the North America dairy flavors market is bifurcated into artificial and natural. In 2022, the natural segment registered a larger share in the North America dairy flavors market.

Based on application, the North America dairy flavors market is segmented into bakery and confectionery; dairy and frozen desserts; soups and sauces; dressings, dips, and spreads; beverages; and others. In 2022, the bakery and confectionery segment registered a largest share in the North America dairy flavors market

Based on country, the North America dairy flavors market is segmented into the US, Canada, and Mexico. In 2022, the US segment registered a largest share in the North America dairy flavors market.

Bluegrass Ingredients Inc; FLAVORJEN; Givaudan S.A.; JENEIL BIOTECH, INC.; Kerry Group; Sensient Technologies Corporation; Symrise; Synergy Flavors; and The Edlong Corporation are the leading companies operating in the North America dairy flavors market.

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