

North America Encapsulated Fragrances Market Forecast to 2028 - Regional Analysis By Product Type (Fragrance Blends, Aroma Chemicals, and Others), Application (Perfumes and Fragrances, Cleaning Products, Cosmetics, Personal Hygiene Products, Food and Beverages, and Others)

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Abstracts

The North America encapsulated fragrances market is expected to grow from US\$ 377.08 million in 2022 to US\$ 485.04 million by 2028. It is estimated to grow at a CAGR of 4.3% from 2022 to 2028.

Strategic Initiatives by Key Market Players Drive North America Encapsulated Fragrances Market

Encapsulated fragrances manufacturers worldwide invest significantly in strategic development initiatives such as product launched, merger and acquisition, and business expansion to attract consumers and enhance their product position. Local and international players are advancing and launching new products to cater to the rising demand for encapsulated fragrances in various applications. For instance, in December 2021, Givaudan SA announced the launch of PlanetCaps, a fragrance encapsulated innovation which ensures long lasting fragrance experience in a bio-sourced and biodegradable delivery system for fabric softeners. The launch was aimed to expand its product portfolio and boost the sustainability. Thus, such strategic initiatives by key market players drive the growth of the encapsulated fragrances market.

North America Encapsulated Fragrances Market Overview

The North America encapsulated fragrances market is segmented into the US, Canada, and Mexico. North America is one of the prominent regions for the encapsulated fragrances market growth, owing to high demand for perfumes, deodorants, lotions, shampoo, and soaps with the increasing focus on personal hygiene, grooming, and appearance. According to the NPD Group, the US prestige beauty industry generated US\$ 22 billion in 2021, a 30% increase in sales, compared to 2020. With year-over-year sales increase of 49%, fragrance products surpassed all other categories in 2021, followed by hair products whose sales grew by 47%, makeup products sales rose by 23%, and skincare products sales grew by 18%. Also, the region's steady economic growth, rising disposable income, increasing awareness of incorporated ingredients' benefits, and specific requirements enable consumers to spend more on high-quality, premium, luxury fragrance products. Therefore, the increased demand for perfumes and personal care products bolsters the encapsulated fragrance market growth in North America.

According to International Flavors & Fragrances Inc., in 2022, 82% of US consumers looked for freshness in a laundry product. Also, the advances in encapsulation techniques have provided lucrative opportunities for manufacturers for product differentiation and customization. International Flavors & Fragrances Inc., the region's leading encapsulated fragrances manufacturer, provides "infiniteFF"—an encapsulation technology that delivers constant fragrance escape for up to eight hours. The polyurea encapsulation technology releases oil that enhances and extends the freshly laundered aroma experience. Hence, such technological advancements by the key industry participants have expanded the application areas of encapsulated fragrances and attracted consumers seeking innovative and long-lasting fragrance experiences, driving the encapsulated fragrances market growth in the region. However, the encapsulation process is quite costly due to specialized equipment and materials such as aromatic essential oils and fragrance blends. Hence, the high cost is restricting the adoption of encapsulated fragrances. Encapsulated fragrances help preserve and deliver fragrances more efficiently and effectively. Moreover, growing consumer awareness regarding health and environmental concerns has increased the demand for natural and organic fragrances. Therefore, all the above factors influence the demand for encapsulated fragrances across North America.

North America Encapsulated Fragrances Market Revenue and Forecast to 2028 (US\$ Million)

North America Encapsulated Fragrances Market Segmentation

The North America encapsulated fragrances market is segmented into product type, application, and country.

Based on product type, the North America encapsulated fragrances market is segmented into fragrance blends, aroma chemicals, and others. In 2022, the others segment registered the largest share in the North America encapsulated fragrances market.

Based on application, the North America encapsulated fragrances market is segmented into perfumes and fragrances, cleaning products, cosmetics, personal hygiene products, food and beverages, and others. In 2022, the cleaning products segment registered the largest share in the North America encapsulated fragrances market.

Based on country, the North America encapsulated fragrances market is segmented into the US, Canada, Mexico. In 2022, the US segment registered the largest share in the North America encapsulated fragrances market.

Ashland Inc; Firmenich SA; Follmann GmbH & Co KG; Givaudan SA; Glatt GmbH; Ingredion Inc; International Flavors & Fragrances Inc; and Symrise AG are some of the leading companies operating in the North America encapsulated fragrances market.

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