

North America Flavor Masking Agents for Food and Beverages Market Forecast to 2030 - Regional Analysis - by Type (Sweet, Salt, Fat, Bitter, and Others) and Application (Bakery and Confectionery; Dairy and Frozen Desserts; Beverages; Meat, Poultry, and Seafood; Meat Substitutes; Dairy Alternatives; RTE and RTC Meals; and Others)

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Abstracts

The North America flavor masking agents for food and beverages market was valued at US\$ 36.86 million in 2022 and is expected to reach US\$ 59.80 million by 2030; it is estimated to record a CAGR of 6.2% from 2022 to 2030.

Technological Advancements in Flavor Masking Drive North America Flavor Masking Agents for Food and Beverages Market

Flavor masking agents are used in food products and beverages through various techniques and technologies such as microencapsulation, nanotechnology, polymer coating, organoleptic methods, hot melt extrusion, complexation, and spray drying. Nanotechnology aids in enhancing the solubility and stability of flavors, as well as providing controlled release properties. Thus, manufacturers increasingly use nanotechnology to make flavor masking agents.

Moreover, microencapsulation is a relatively new technology in which the flavor content is encapsulated in a solid matrix. The flavor is released when the substance is heated or exposed to water. Spray drying, coacervation, polymerization, and other techniques are used in microencapsulation. In the microencapsulation process, the oilwater mixture is homogenized in the presence of wall material, followed by controlled spray drying. Wall

materials include vegetable gums, starches, dextrin, proteins, cellulose esters, and others. Microencapsulation provides controlled flavor release at the right place and desired time. It protects the active ingredients (flavors) from moisture, acid, heat, oxidation, and ingredient interaction. It also provides the ease of handling ingredients as they are dry and free flowing, reducing overall transportation and handling costs. Microencapsulated flavor masking is highly shelf-stable, making it more desirable than other formats. The technology is not just for flavor and odor masking; it can also improve stability, prevent ingredient interaction, and modify the release of ingredients. Thus, technological advancements in the manufacturing of flavor masking agents bolster the North America flavor masking agents market growth.

North America Flavor Masking Agents for Food and Beverages Market Overview

North America holds a prominent share of the global flavor masking agents for the food and beverages market. The market in the region is segmented into the US, Canada, and Mexico. Flavor masking agents are used to mask unpleasant and undesirable tastes and also to enhance certain flavors in various products. For instance, salt flavor masking agents are used to maintain a desirable and balanced salty flavor without actually adding salt to the product. It is also used to mask the excessive salty flavor in any product. The demand for flavor masking agents is surging as consumers become health-conscious and actively seek food products with low sugar, low fat, low sodium, and low salt. This rise in demand for reduced salt and sugar products has led to increased usage of artificial sweeteners and sugar substitutes, which can have distinct aftertastes, requiring masking. Due to this factor, the demand for flavor masking agents is surging in the North America region. In recent years, vegan trends have gained significant momentum in North America owing to increasing awareness about the health benefits of vegan food and surging innovation in plant-based products. The World Food Organization stated that 6% of the population in the US is vegan, and the sales of plant-based food have increased by 27% in 2021 as compared to 2020. Thus, the rise in dietary restrictions and preferences, such as vegan, gluten-free, and FODMAP diets, has created a need for flavor masking agents. These agents help improve the taste of products designed to meet specific dietary requirements while maintaining enjoyable flavor profiles. Furthermore, the food & beverages industry in North America has been experiencing a shift toward cleaner-label products. As consumers seek natural and clean-label ingredients, manufacturers use flavor masking agents to cover up the undesirable taste that may come from natural ingredients, ensuring a better overall sensory experience. Thus, factors mentioned above contribute to the growth of the North America flavor masking agents for food and beverages market.

North America Flavor Masking Agents for Food and Beverages Market Revenue and Forecast to 2030 (US\$ Million)

North America Flavor Masking Agents for Food and Beverages Market Segmentation

The North America flavor masking agents for food and beverages market is segmented based on type, application, and country.

Based on type, the North America flavor masking agents for food and beverages market is segmented into sweet, salt, fat, bitter, and others. The bitter segment held the largest share in 2022.

By application, the North America flavor masking agents for food and beverages market is segmented into bakery and confectionery, dairy and frozen desserts, beverages, meat, poultry, and seafood, meat substitutes, dairy alternatives, RTE and RTC meals, and others. The beverages segment held the largest share in 2022.

Based on country, the North America flavor masking agents for food and beverages market is segmented into the US, Canada, and Mexico. The US dominated the North America flavor masking agents for food and beverages market in 2022.

Sensient Technologies Corp, Firmenich International SA, Tate & Lyle Plc, Archer-Daniels-Midland Co, Kerry Group Plc, Carmi Flavor & Fragrance Co Inc, Synergy Flavors Inc, Virginia Dare Extract Co Inc, GEO Specialty Chemicals Inc, and Koninklijke DSM NV are some of the leading companies operating in the North America flavor masking agents for food and beverages market.

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