

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

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Abstracts

The North America flavor masking agents market was valued at US\$ 68.93 million in 2022 and is expected to reach US\$ 114.79 million by 2030; it is estimated to grow at a CAGR of 6.6% from 2022 to 2030.

Technological Advancements in Flavor Masking Fuel North America Flavor Masking Agents Market

Flavor masking agents are used in various food and beverages, medicines and drugs, dietary supplements, and animal nutrition products 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 oil/water 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 flavor masking agents market growth across the world.

North America Flavor Masking Agents Market Overview

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.

The demand for health and wellness products is rapidly increasing in countries such as the US and Canada owing to changing lifestyles of people, lack of physical activity, and other such factors. Majority of the nutritional supplements have a particular off flavor that reduces their desirability. Therefore, manufacturers readily use flavor masking agents to overcome the unpleasant taste of these nutritional supplements and increase

their acceptance among the consumers. The sports nutrition industry is the rapidly growing industry in North America. Manufacturers of nutritional supplements are heavily investing in launching better products in terms of nutritional value, taste, and flavor. Therefore, the demand for ingredients such as flavor masking agents, enhancers, and other additives is expected to grow over the forecast period.

North America Flavor Masking Agents Market Revenue and Forecast to 2030 (US\$ Th)

North America Flavor Masking Agents Market Segmentation

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

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

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

Based on country, the North America flavor masking agents market is categorized into the US, Canada, and Mexico. The US dominated the North America flavor masking agents 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 market.

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