

North America Powdered Flavors Market Forecast to 2030 – Regional Analysis – by Type (Sweet, Savory, and Others), Category (Natural [Organic and Conventional] and Synthetic), and Application (Bakery and Confectionery; Dairy and Frozen Desserts; Soups, Sauces, and Dressings; Meat and Meat Substitute Products; Snacks and RTE Meals; Nutritional Supplements; and Others)

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Abstracts

The North America powdered flavors market was valued at US\$ 2,770.71 million in 2022 and is expected to reach US\$ 3,725.26 million by 2030; it is estimated to grow at a CAGR of 3.8% from 2022 to 2030.

Advantages of Powder Flavors Fuels the North America Powdered Flavors Market

Powdered flavors offer several advantages over other forms, such as liquid, granules, and paste. Powdered flavors are excellent flavor enhancers. They have a better shelf-life than flavors in liquid and paste forms. Powdered flavors easily dissolve and blend in different formulations, whether dry or liquid. They are easy to transport and store, reducing warehousing and transportation costs. Unlike liquid or paste flavors, powdered flavors are less vulnerable to oxidation, microbial decay, and temperature fluctuations, which increases their appeal among food manufacturers.

Powdered flavors are highly concentrated and can be used in small quantities to achieve desired results. This allows food and beverage manufacturers to reduce their overall production costs. Also, powdered flavors result in consistent texture and

mouthfeel, making them attractive ingredients in products such as savory snacks, soups, sauces, dairy products, ice creams, and baked goods. Moreover, powdered flavors are usually free of preservatives and other synthetic components, which makes them suitable for clean-labeled food and beverages. Liquid and paste flavors have a shorter shelf life than powdered flavors. They are not suitable for dry product formulations owing to which preservatives are added to increase their shelf-life.

Powdered flavors have strong intensity than granulated flavors. Granulated garlic has a bigger particle size than fine garlic powder owing to which its flavor intensity is less compared to powdered garlic. Moreover, unlike granulated flavors, fine flavor powders produce a homogenous mixture. Thus, the benefits of powder flavor formats over liquid and paste formats are driving the powdered flavors market growth.

North America Powdered Flavors Market Overview

The North America powdered flavors market is segmented into the US, Canada, and Mexico. North America is one of the significant markets for powdered flavors due to the presence of well-established food & beverages industry, rising demand for convenience food, and increasing demand for powdered flavors in various products such as Bakery & Confectionery, savory snacks, meat and meat substitute products, soups, sauces, ready-to-eat meals, and Dairy & Frozen Desserts. The North America food & beverages industry is growing rapidly owing to the increasing population and busy lifestyle, leading to increased consumption of packaged food and beverages. Moreover, rising working women population in the region and increasing number of dual-income households are driving the demand for convenience food. According to the United States Department of Agriculture Economic Research Service (USDA ERS), the expenditure on food and beverages at retail stores and on away-from-home meals and snacks accounted for US\$ 2.12 trillion in 2021. The growth of food and beverage retail sales is providing strong growth potential for the food additives market, including the powdered flavors market. Powdered flavors are concentrated, free-flowing, and easy to incorporate in different product formulations, whether liquid or dry, which is driving their popularity among the manufacturers of various food and beverages, including baked goods, confections, dairy products, ice creams, soups, spreads, sauces, meat snacks, savory, and extruded snacks, and RTE meals.

North America Powdered Flavors Market Revenue and Forecast to 2030 (US\$ Mn)

North America Powdered Flavors Market Segmentation

The North America powdered flavors market is segmented into type, category, application, and country.

Based on type, the North America powdered flavors market is segmented into sweet, savory, and others. The savory segment held the largest market share in 2022.

Based on category, the North America powdered flavors market is divided into natural and synthetic. The synthetic segment held a larger market share in 2022. Natural segment is bifurcated into organic and conventional.

Based on application, the North America powdered flavors market is segmented into bakery and confectionery; dairy and frozen desserts; soups, sauces, and dressings; meat and meat substitute products; snacks and RTE meals; nutritional supplements; and others. The snacks and RTE Meals segment held the largest market share in 2022.

Based on country, the North America powdered flavors market is segmented to the US, Canada, Mexico. The US dominated the North America powdered flavors market share in 2022.

Bell Flavors & Fragrances Inc, Blue Pacific Flavors Inc, Custom Flavors, Flavorcan International Inc, Flavorchem Corp, Fona International Inc, Gold Coast Ingredients Inc, Renaissance Flavors Inc, Robertet SA, Symrise AG, and Synergy Flavours Ltd are some of the leading companies operating in the North America powdered flavors market.

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