

North America Vanilla Extract Market Forecast to 2030 - Regional Analysis - by Form (Powder and Liquid), Category (Organic and Conventional), and Application (Food & Beverages [Bakery & Confectionery, Dairy & Frozen Desserts, Beverages, Sweet & Savory Snacks, and Others], Personal Care, and Others)

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Abstracts

The North America vanilla extract market was valued at US\$ 83.27 million in 2022 and is expected to reach US\$ 129.88 million by 2030; it is estimated to record a CAGR of 5.7% from 2022 to 2030.

Wide Range of Applications of Vanilla Extract in Food & Beverage Industries Bolster North America Vanilla Extract Market

Vanilla has a unique flavor and aroma, making it a famous flavoring agent across the food & beverage industry. Vanilla extract has been increasingly used as a flavoring agent in cakes, muffins, pastries, doughnuts, and other bakery products for many years. Over the past few years, vanilla extract has been used in latte, hot chocolates, thick shakes, cocktails, cold drinks, and other beverages. Vanilla extract in powder form is frequently used in spice mixes, dry baking premixes, and other dry ingredients.

Vanilla extract is also used in frozen desserts, ice creams, smoothies, frostings, whipped cream, and other products. Vanilla-flavored ice creams are one of the majorly consumed frozen desserts across the world. The increasing disposable income and rising living standard of people propel the demand for premium range of vanilla ice creams. Moreover, vanilla is increasingly used in baby food formulation and infant nutrition formulas. The research studies show that vanilla has a calming effect. Thus, it

can lessen the crying of babies.

The consumption of convenience, ready-to-eat products such as snacks is increasing. Ready-to-eat products allow consumers to save time and effort associated with ingredient shopping, meal preparation and cooking, and post-meal activities. Manufacturers increasingly utilize vanilla extracts in various sweet and savory snacks, with consumers' growing preference for vanilla-flavored products. The growing food & beverage industry and increasing consumer interest toward tasty and flavorful products boost the demand for vanilla extract.

Thus, a wide range of applications of vanilla extracts in various foods and beverages such as baby food, bakery and confectionery, dairy and frozen desserts, and snacks drives the vanilla extract market growth.

North America Vanilla Extract Market Overview

The US vanilla extract market is driven by increasing inclination of manufacturers towards using natural ingredients as consumption of naturally derived products is increasing among consumers. The US consumers are inclined toward no-additives and preservative-free food and beverages owing to rising awareness regarding the health hazards of chemical additives. Moreover, according to the US Food & Drug Administration (FDA), some chemical food additives are carcinogenic. Hence, the FDA phased out harmful synthetic additives. Thus, manufacturers are preferring natural extracts for flavoring in various food products. These factors is expected to boost the demand for vanilla extract.

North America Vanilla Extract Market Revenue and Forecast to 2030 (US\$ Million)

North America Vanilla Extract Market Segmentation

The North America vanilla extract market is segmented based on form, category, application, and country. Based on form, the North America vanilla extract market is bifurcated into powder and liquid. The liquid segment held a larger market share in 2022.

In terms of category, the North America vanilla extract market is bifurcated into organic and conventional. The conventional segment held a larger market share in 2022.

By application, the North America vanilla extract market is categorized into food &

beverages, personal care, and others. The food & beverages segment held the largest market share in 2022. Further, food & beverages segment is categorized into bakery & confectionery, dairy & frozen desserts, beverages, sweet & savory snacks, and others.

Based on country, the North America vanilla extract market is segmented into the US, Canada, and Mexico. The US dominated the North America vanilla extract market share in 2022.

Prova SAS, Natural Vanilla Pty Ltd, Kerry Group Plc, Archer-Daniels-Midland Co, Virginia Dare Extract Co Inc, Lochhead Manufacturing Co, and Synergy Flavors Inc are some of the leading players operating in the North America vanilla extract market.

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