

# **South & Central 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 South & Central America flavor masking agents for food and beverages market was valued at US\$ 11.63 million in 2022 and is expected to reach US\$ 18.10 million by 2030; it is estimated to record a CAGR of 5.7% from 2022 to 2030.

Wide Array of Applications Drive South & Central America Flavor Masking Agents for Food and Beverages Market

Flavor masking agents are food additives used to mask unpleasant and undesirable flavors in various food and beverage products. Bitterness, vitamins and minerals flavor, overly sweetness, metallic flavor, and glycerin flavor in food products are masked with flavor ingredients to give the end products an appealing taste and flavor. Flavor masking agents are widely used in bakery and confectionery, dairy and frozen desserts, meat substitutes, dairy alternative products, Ready-to-eat (RTE) and Ready-to-cook (RTC) meals, and meat and seafood products. Many processed fortified foods such as dairy items, meat products, and bakery and confectionery items contain vitamins, protein, and other functional ingredients with unpleasant odors and tastes. Flavor masking agents are widely used in these products to get the desired flavor and taste. Additionally, flavor masking agents allow for a reduction in the sugar, salt, and fat content of processed foods. Thus, increased consumption of processed foods propels

the demand for flavor masking agents. Components such as flavor maskers and sweetness enhancers help preserve products or boost the taste profiles of the products. Neohesperidin dihydrochalcone (NHDC), a bioflavonoid derived from bitter oranges, can be used as a flavor enhancer, heavy sweetness enhancer, and taste masker. Moreover, the growing interest of consumers in healthier lifestyles drives demand for fortified, functional, and other convenient, functional foods and beverages, such as products with less sugar. However, the boosting functional benefits can hamper the taste and flavors of the end product. Thus, to get the desired flavor, functional and convenient food manufacturers use flavor masking agents. For instance, flavor masking agents are significantly used in protein-based food products to eliminate or neutralize the off-flavor or undesirable flavor of protein. Thus, the wide array of applications of flavor masking agents in various food and beverages boosts the South & Central America flavor masking agents for food and beverages market growth.

## South & Central America Flavor Masking Agents for Food and Beverages Market Overview

The South & Central America flavor masking agents for food and beverages market is segmented into Brazil, Argentina, and the Rest of South & Central America. The market in the region has been experiencing an increased emphasis on health and wellness. Consumers opt for products with low sugar, salt, and artificial additives. Flavor masking agents help manufacturers create healthier options without compromising taste, making products attractive to health-conscious consumers. In addition, the popularity of exotic and tropical fruit-based beverages has driven the demand for flavor masking agents in the region. These agents allow manufacturers to work with ingredients that have unique and intense flavors, ensuring that the final products are not overly strong and unpalatable.

Further, rising trend of convenience foods in South & Central America contributes to the demand for flavor masking agents. Manufacturers use these agents to maintain the flavor and taste of different ready-to-eat products. The growing interest in clean-label products across the region contributed to the regional market growth. Flavor masking agents are used to maintain taste in products while avoiding artificial or undesirable ingredients, aligning with the clean label movement and satisfying consumer preference for natural and minimal processed options.

## South & Central America Flavor Masking Agents for Food and Beverages Market Revenue and Forecast to 2030 (US\$ Million)

## South & Central America Flavor Masking Agents for Food and Beverages Market Segmentation

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

Based on type, the South & Central 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 South & Central 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 South & Central America flavor masking agents for food and beverages market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America flavor masking agents for food and beverages market in 2022.

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

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