

South & Central 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 South & Central America powdered flavors market was valued at US\$ 988.74 million in 2022 and is expected to reach US\$ 1,546.82 million by 2030; it is estimated to grow at a CAGR of 5.8% from 2022 to 2030.

Adoption of Microencapsulation Technique Fuels the South & Central America Powdered Flavors Market

Microencapsulation involves encasing flavor material in a solid matrix known as a microcapsule, which releases the flavor when heated or exposed to water. Various methods are used in microencapsulation, including spray drying, coacervation, and polymerization. In the microencapsulation process, the oil/water mixture is homogenized in the presence of wall material, followed by controlled spray drying. Commonly used wall materials include vegetable gums, starches, dextrin, proteins, and cellulose esters. Microencapsulation provides a controlled release of flavor at the right place and at the desired time. It protects the active ingredients (flavors) from moisture, acid, heat, oxidation, and ingredient interaction. It provides easy handling of ingredients as they are dry and free-flowing, reducing overall transportation and handling costs.

Microencapsulated flavors are highly shelf-stable, making them more desirable than other forms. Microencapsulation saves packaging requirements making the process more sustainable. Due to the aforementioned benefits of microencapsulation, many global flavor companies are adopting this technology. For instance, companies such as Firmenich SA, Cargill Incorporated, Givaudan, and Ingredion offer microencapsulated flavors for precise flavor delivery and to achieve a competitive advantage over other players operating in the market. Thus, various benefits of microencapsulation of flavors and increased adoption of the technique by powdered flavor manufacturers operating in the market are expected to offer profitable opportunities to the powdered flavors market in the coming years.

South & Central America Powdered Flavors Market Overview

The South & Central America powdered flavors market is segmented into Brazil, Argentina, and the Rest of South & Central America. Powdered flavors permit people to relish various food and beverage flavors even when out of season. It helps maintain the delights of food, with an authentic taste and without any off notes. Additional fruity and natural flavors have become more prevalent in food industries across the region due to their different taste, fragrance, and health benefits. The region's ongoing 'natural is better' trend further boosts the demand for natural and organic-sourced powdered flavors.

Urbanization has further led to busier lifestyles, increasing demand for packaged food, snacks, and ready-to-eat foods. Powdered flavors are more cost-effective to produce and transport than their liquid counterparts, making them appealing to manufacturers. Thus, rising urbanization and cost-effectiveness are the factors propelling the adoption of powdered flavors in the food & beverage industry across the region.

South & Central America Powdered Flavors Market Revenue and Forecast to 2030 (US\$ Mn)

South & Central America Powdered Flavors Market Segmentation

The South & Central America powdered flavors market is segmented into type, category, application, and country.

Based on type, the South & Central 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 South & Central 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 South & Central 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 South & Central America powdered flavors market is segmented to Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America powdered flavors market share in 2022.

Bell Flavors & Fragrances Inc, Flavorchem Corp, Gold Coast Ingredients Inc, Robertet SA, Symrise AG, and Synergy Flavours Ltd are some of the leading companies operating in the South & Central America powdered flavors market.

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