

# Umami Flavors Market: Current Analysis and Forecast (2024-2032)

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## Abstracts

Umami flavors are savory meaty taste sensations that add depth and complexity to food. Experts refer to umami taste as one of five primary sensory perceptions along with sweet, sour, bitter, and salty. Umami flavors are derived from glutamate, inosinate, and guanylate, which are pairs of amino acids and nucleotides discovered in foods consisting of tomatoes, mushrooms, aged cheeses, soy sauce, seaweed, and fermented items. The Japanese scientist "Kikunae Ikeda" discovered umami in 1908 and this discovery launched a historical journey of food flavor enhancement because it significantly boosts palatability in culinary dishes. Food manufacturers employ monosodium glutamate (MSG) and yeast extracts as well as hydrolyzed vegetable proteins to increase the taste of processed foods and snacks, seasonings, as well as alternative protein-based products for industry. The food industry embraces Umami because it enables sodium reduction in foods without sacrificing taste and matches all the requirements of health-conscious clean-label formulations. Hence, accelerating the growth of the umami flavors market worldwide.

The Umami Flavors Market is expected to grow with a significant CAGR of 6.8% during the forecast period (2024-2032). The umami flavor market expands because consumers seek convenient foods that contain umami ingredients to deliver better taste and reduced sodium levels. The development of plant-based and alternative protein items reflects the increasing usage of umami-rich ingredients that deliver deep deliciousness to meat replacement products. Natural and clean-label umami flavor products enjoy increased market demand from health-conscious consumers who are dependent on sources such as yeast extracts, mushrooms, and seaweed-based flavor enhancers for their products. The market demonstrates strong growth potential because of rising food service demand, quick-service restaurant expansion, and rising global culinary tastes demand. Additionally, technological advancements in the food manufacturing process

along with efficient fermentation methods enable food scientists to develop unique solutions that boost umami taste intensity.

For instance, according to a 2023 study by “BMC Health”, adding umami to food products can help reduce salt intake by 12.8 – 22.3% (as observed in surveying a group of 21,085 adults) without compromising taste. Umami has the unique ability to deliver a savory boost of flavor while being more healthful than MSG or pure salt. Ultimately, umami can serve as a key alternative to salt to ensure food tastes great and to reduce unhealthy levels of sodium (found in salt and MSG).

Based on the source, the glutamate segment maintains the dominant position in the umami flavors markets because it functions as the main umami-active compound that is extensively consumed by the food industry. Processed foods, seasonings, snacks, and instant meals contain the most prominent glutamate-based flavor enhancers which include monosodium glutamate (MSG), yeast extract, and hydrolyzed vegetable proteins. This segment leads the market because of its low price structure as well as its high operational performance along with wide application in different food products. However, the Inosinate segment is expected to show high expansion in the forecasted period. Food producers use inosinate from fish, meat, and mushrooms to enhance the umami flavor. The inosinate-based umami enhancers derived from plant and fermentation-based sources are driving future market expansion because of the increased focus of consumers on natural and clean-label alternatives.

The umami flavors market segment with maximum market share belongs to powder forms because of several benefits such as long shelf life, easy-to-store capability, and high versatility in processed and packaged food products. The food industry relies on powder forms of umami enhancers such as MSG, yeast extracts, and hydrolyzed vegetable proteins that are essential for snacks, seasonings, soups, and instant meal products. Their high concentration property, cost-effectiveness, and complete bendability in dry food formulations make powder umami enhancers the top selection for mass food producers. However, the Liquid segment of Umami enhancers is predicted to demonstrate the most rapid expansion over the upcoming years. Trend factors including rising market demand for natural and clean-label umami sources such as soy sauce, fish sauce, and fermented broths fuel this development.

Processed and packaged foods applications maintain the maximum market share in the umami flavors sector because umami-rich ingredients are frequently

used in instant noodles, and frozen meals along with snacks, canned soups, and seasonings. Food manufacturers use these flavors as consumers nowadays are interested in convenience foods, and ready-to-eat meals with extended shelf life. However, the cooking and food preparation segment is expected to experience significant growth as consumers pursue diverse cooking interests including homemade gourmet and international cuisines. The growth of this segment results from consumers moving toward unprocessed seasonings with natural origins while demanding umami-rich condiments and sauces in their meal kits. The market expansion trajectory depends on these trends which motivate consumers to choose umami-rich alternatives as they contain less sodium.

For a better understanding of the market growth of umami flavors it is analyzed based on their worldwide application in the food industry in regions such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, France, U.K., Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. The North America region is expected to have the highest future growth. This growth is driven by the rising demand for plant-based and clean-label products, where umami flavors play a key role in enhancing taste. Food manufacturers in the U.S. and Canada are increasingly adopting these latest umami flavors, and ingredients to satisfy the increasing demand of consumers looking for umami taste in their food, leading to high potential growth in this region.

Some of the major players operating in the market include Ajinomoto Co., Inc., Givaudan, Urban Platter, Kerry Group plc., Sensient Technologies, International Flavors & Fragrances Inc., Jeneil Biotech, Keva Flavours Pvt. Ltd., Symega, The MANE Group.

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