

Food Authenticity Testing Market Size, Trends, Analysis, and Outlook By Target Testing (Meat Speciation, Country Of Origin and Aging, Adulteration Tests, False Labeling), By Technology (PCR-Based, LC-MS/MS, Isotope Methods, Immunoassay-Based, Others), By Food Tested (Meat & Meat Products, Dairy & Dairy Products, Processed Foods, Cereals, Grains, and Pulses), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/F8B30C991ADBEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: F8B30C991ADBEN

Abstracts

Global Food Authenticity Testing Market Size is valued at \$7.9 Billion in 2024 and is forecast to register a growth rate (CAGR) of 7.2% to reach \$13.8 Billion by 2032.

The food authenticity testing market is growing as consumers demand transparency and traceability in the food supply chain. Testing for food fraud, adulteration, and mislabeling is becoming more important, especially with the rise of organic, non-GMO, and plant-based claims. Advanced technologies, such as DNA testing and mass spectrometry, are shaping the market.

Food Authenticity Testing Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Food Authenticity Testing survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for

companies in the Food Authenticity Testing industry.

Key market trends defining the global Food Authenticity Testing demand in 2025 and Beyond

The Food Authenticity Testing industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Food Authenticity Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Food Authenticity Testing industry

Leading Food Authenticity Testing companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Food Authenticity Testing companies.

Food Authenticity Testing Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage

strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Food Authenticity Testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Food Authenticity Testing industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Food Authenticity Testing Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Food Authenticity Testing Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Food Authenticity Testing market segments. Similarly, strong market demand encourages Canadian Food Authenticity Testing companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Food Authenticity Testing Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Food Authenticity Testing industry remains the major market for companies in the European Food Authenticity Testing industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In

addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Food Authenticity Testing market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Food Authenticity Testing Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Food Authenticity Testing in Asia Pacific. In particular, China, India, and South East Asian Food Authenticity Testing markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Food Authenticity Testing Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Food Authenticity Testing Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Food Authenticity Testing market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Food Authenticity Testing.

Food Authenticity Testing Company Profiles

The global Food Authenticity Testing market is characterized by intense competitive

conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are ALS Ltd, Danaher Corp, EMSL Analytical Inc, Eurofins Scientific SE, Intertek Group PLC, Merieux NutriSciences Corp, NSF International, SGS SA, Thermo Fisher Scientific Inc.

Recent Food Authenticity Testing Market Developments

The global Food Authenticity Testing market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Food Authenticity Testing Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Target Testing

Meat Speciation

Country Of Origin and Aging

Adulteration Tests

False Labeling

By Technology

PCR-Based

LC-MS/MS

Isotope Methods

Immunoassay-Based

Others

By Food Tested

Meat & Meat Products

Dairy & Dairy Products

Processed Foods

Cereals, Grains, and Pulses

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

ALS Ltd

Danaher Corp

EMSL Analytical Inc

Eurofins Scientific SE

Intertek Group PLC

Merieux NutriSciences Corp

NSF International

SGS SA

Thermo Fisher Scientific Inc

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. FOOD AUTHENTICITY TESTING MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Food Authenticity Testing Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Food Authenticity Testing Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Food Authenticity Testing Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Food Authenticity Testing Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Food Authenticity Testing Market Outlook to 2032

CHAPTER 5: FOOD AUTHENTICITY TESTING MARKET DYNAMICS

- 5.1 Key Food Authenticity Testing Market Trends
- 5.2 Potential Food Authenticity Testing Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL FOOD AUTHENTICITY TESTING MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
 - 6.2 Target Testing
 - Meat Speciation
 - Country Of Origin and Aging
 - Adulteration Tests
 - False Labeling
 - Technology
 - PCR-Based
 - LC-MS/MS
 - Isotope Methods
 - Immunoassay-Based
 - Others
 - Food Tested
 - Meat & Meat Products
 - Dairy & Dairy Products
 - Processed Foods
 - Cereals, Grains, and Pulses
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA FOOD AUTHENTICITY TESTING MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
 - 7.2 Target Testing
 - Meat Speciation
 - Country Of Origin and Aging
 - Adulteration Tests
 - False Labeling
 - Technology

PCR-Based

LC-MS/MS

Isotope Methods

Immunoassay-Based

Others

Food Tested

Meat & Meat Products

Dairy & Dairy Products

Processed Foods

Cereals, Grains, and Pulses

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Food Authenticity Testing Market Size Forecast, 2021- 2032

7.3.2 Canada Food Authenticity Testing Market Size Forecast, 2021- 2032

7.3.3 Mexico Food Authenticity Testing Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE FOOD AUTHENTICITY TESTING MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Target Testing

Meat Speciation

Country Of Origin and Aging

Adulteration Tests

False Labeling

Technology

PCR-Based

LC-MS/MS

Isotope Methods

Immunoassay-Based

Others

Food Tested

Meat & Meat Products

Dairy & Dairy Products

Processed Foods

Cereals, Grains, and Pulses

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Food Authenticity Testing Market Size Forecast, 2021- 2032

8.3.2 France Food Authenticity Testing Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Food Authenticity Testing Market Size Forecast, 2021- 2032

- 8.3.4 Spain Food Authenticity Testing Market Size Forecast, 2021- 2032
- 8.3.5 Italy Food Authenticity Testing Market Size Forecast, 2021- 2032
- 8.3.6 Russia Food Authenticity Testing Market Size Forecast, 2021- 2032
- 8.3.7 Rest of Europe Food Authenticity Testing Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC FOOD AUTHENTICITY TESTING MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Target Testing

Meat Speciation

Country Of Origin and Aging

Adulteration Tests

False Labeling

Technology

PCR-Based

LC-MS/MS

Isotope Methods

Immunoassay-Based

Others

Food Tested

Meat & Meat Products

Dairy & Dairy Products

Processed Foods

Cereals, Grains, and Pulses

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

- 9.3.1 China Food Authenticity Testing Market Size Forecast, 2021- 2032
- 9.3.2 India Food Authenticity Testing Market Size Forecast, 2021- 2032
- 9.3.3 Japan Food Authenticity Testing Market Size Forecast, 2021- 2032
- 9.3.4 South Korea Food Authenticity Testing Market Size Forecast, 2021- 2032
- 9.3.5 Australia Food Authenticity Testing Market Size Forecast, 2021- 2032
- 9.3.6 South East Asia Food Authenticity Testing Market Size Forecast, 2021- 2032
- 9.3.7 Rest of Asia Pacific Food Authenticity Testing Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA FOOD AUTHENTICITY TESTING MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Target Testing

Meat Speciation
Country Of Origin and Aging
Adulteration Tests
False Labeling
Technology
PCR-Based
LC-MS/MS
Isotope Methods
Immunoassay-Based
Others
Food Tested
Meat & Meat Products
Dairy & Dairy Products
Processed Foods
Cereals, Grains, and Pulses
10.3 South America Market Outlook by Country, 2021- 2032
 10.3.1 Brazil Food Authenticity Testing Market Size Forecast, 2021- 2032
 10.3.2 Argentina Food Authenticity Testing Market Size Forecast, 2021- 2032
 10.3.3 Rest of South America Food Authenticity Testing Market Size Forecast, 2021-
2032

CHAPTER 11: MIDDLE EAST AND AFRICA FOOD AUTHENTICITY TESTING MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032
11.2 Target Testing
Meat Speciation
Country Of Origin and Aging
Adulteration Tests
False Labeling
Technology
PCR-Based
LC-MS/MS
Isotope Methods
Immunoassay-Based
Others
Food Tested
Meat & Meat Products
Dairy & Dairy Products

Processed Foods

Cereals, Grains, and Pulses

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Food Authenticity Testing Market Size Forecast, 2021- 2032

11.3.2 The UAE Food Authenticity Testing Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Food Authenticity Testing Market Size Forecast, 2021- 2032

11.3.4 South Africa Food Authenticity Testing Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Food Authenticity Testing Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 ALS Ltd

Danaher Corp

EMSL Analytical Inc

Eurofins Scientific SE

Intertek Group PLC

Merieux NutriSciences Corp

NSF International

SGS SA

Thermo Fisher Scientific Inc

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Food Authenticity Testing Market Outlook by Type, 2021- 2032

Figure 6: Global Food Authenticity Testing Market Outlook by Application, 2021- 2032

Figure 7: Global Food Authenticity Testing Market Outlook by Region, 2021- 2032

Figure 8: North America Food Authenticity Testing Market Snapshot, Q4-2024

Figure 9: North America Food Authenticity Testing Market Size Forecast by Type, 2021- 2032

Figure 10: North America Food Authenticity Testing Market Size Forecast by Application, 2021- 2032

Figure 11: North America Food Authenticity Testing Market Share by Country, 2023

Figure 12: Europe Food Authenticity Testing Market Snapshot, Q4-2024

Figure 13: Europe Food Authenticity Testing Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Food Authenticity Testing Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Food Authenticity Testing Market Share by Country, 2023

Figure 16: Asia Pacific Food Authenticity Testing Market Snapshot, Q4-2024

Figure 17: Asia Pacific Food Authenticity Testing Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Food Authenticity Testing Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Food Authenticity Testing Market Share by Country, 2023

Figure 20: South America Food Authenticity Testing Market Snapshot, Q4-2024

Figure 21: South America Food Authenticity Testing Market Size Forecast by Type, 2021- 2032

Figure 22: South America Food Authenticity Testing Market Size Forecast by Application, 2021- 2032

Figure 23: South America Food Authenticity Testing Market Share by Country, 2023

Figure 24: Middle East and Africa Food Authenticity Testing Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Food Authenticity Testing Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Food Authenticity Testing Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Food Authenticity Testing Market Share by Country, 2023

Figure 28: United States Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Food Authenticity Testing Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Food Authenticity Testing Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Food Authenticity Testing Market Size Outlook by Segments, 2021-2032

Table 7: Global Food Authenticity Testing Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Food Authenticity Testing Market Outlook by Type, 2021- 2032

Table 10: North America- Food Authenticity Testing Market Outlook by Country, 2021-2032

Table 11: Europe - Food Authenticity Testing Market Outlook by Type, 2021- 2032

Table 12: Europe - Food Authenticity Testing Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Food Authenticity Testing Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Food Authenticity Testing Market Outlook by Country, 2021-2032

Table 15: South America- Food Authenticity Testing Market Outlook by Type, 2021-2032

Table 16: South America- Food Authenticity Testing Market Outlook by Country, 2021-2032

Table 17: Middle East and Africa - Food Authenticity Testing Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Food Authenticity Testing Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Food Authenticity Testing Companies

Table 20: Product Profiles of Leading Food Authenticity Testing Companies

Table 21: SWOT Profiles of Leading Food Authenticity Testing Companies

I would like to order

Product name: Food Authenticity Testing Market Size, Trends, Analysis, and Outlook By Target Testing (Meat Speciation, Country Of Origin and Aging, Adulteration Tests, False Labeling), By Technology (PCR-Based, LC-MS/MS, Isotope Methods, Immunoassay-Based, Others), By Food Tested (Meat & Meat Products, Dairy & Dairy Products, Processed Foods, Cereals, Grains, and Pulses), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/F8B30C991ADBEN.html>

Price: US\$ 3,582.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F8B30C991ADBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970