

# **Global Natural Colorants Market Size Forecast to 2028- Trends, Analysis and Outlook by Application (Savory snacks, Beverages, Ice cream, Desserts, Bakery and Confectionery, others), and Geography**

<https://marketpublishers.com/r/G8E813492E12EN.html>

Date: May 2020

Pages: 80

Price: US\$ 2,899.00 (Single User License)

ID: G8E813492E12EN

## **Abstracts**

Key insights from the Global Natural Colorants Market-

The Global Natural Colorants market is valued at \$1 billion in 2020

Savory Snacks is the largest end-user for Natural Colorants

Europe is the largest market for Natural Colorants

The \$1 billion Natural Colorants industry presents strong investment and growth opportunities over the near to long term outlook period. The 2020 edition of the market report presents a comprehensive analysis of the global Natural Colorants market from 2020 to 2028. The Natural Colorants market research report presents detailed Natural Colorants market analysis, and forecasts to 2028. Detailed insights into global and regional Natural Colorants market statistics, Natural Colorants companies and growth prospects across verticals are included.

Natural Colorants Market Overview and Developments in 2020

The report presents a snapshot of recent market trends in the Natural Colorants industry. Further, potential market drivers, major challenges, opportunities, major developments, competitive strategies, porter's five forces analysis, and other analysis are included in the research.

### Impact of COVID-19 on Global Natural Colorants market revenue

The worldwide crisis of COVID-19 is leading to calls for action from a wide range of stakeholders including manufacturers, vendors, distributors, and consumers. Decline in business for at least three months during 2020 coupled with lower demand from a few major markets has put pressure on the profitability of Natural Colorants manufacturers and vendors. However, we expect the negative impact of COVID-19 on Natural Colorants to be compensated over the medium to long term future.

### Natural Colorants Market Size and Outlook by Application to 2028

This chapter presents an insight into different Natural Colorants uses and their contribution to global market growth. The growth in global Natural Colorants market size is forecast to continue despite the economic challenges. The report forecasts the Natural Colorants market revenue across different applications, which include- Savory snacks, Beverages, Ice cream, Desserts, Bakery and Confectionery, others. Of these, Savory snacks dominate the global Natural Colorants market.

### Global Natural Colorants Company Profiles

The report presents business profiles of major companies operating in the industry including BASF SE, Cargill Inc, Kerry Group, Naturex Ltd, Sensient Technologies Corp.

The business overview, SWOT profile and product information are provided for all the companies.

The report identifies that the development of new applications and product portfolio is one of the key strategies to overcome identified challenges and for supporting continued growth. Manufacturing companies can also benefit from rising domestic demand in chemical end-use sectors. The majority of the companies are realigning their strategies to orient their business operations to changing market volatility, regulatory policy changes, geopolitical issues, changing end-user preferences, and others.

### Sources and Methodology

The data and analysis presented in this report are sourced from a wide range of sources such as associations, manufacturers, suppliers, distributors, consumer companies, and government sources.

### Scope of the research

Global and regional Natural Colorants Market Size estimates in revenue terms from 2019 to 2028

Segmentation analysis across types, applications, and geographies

Strategic analysis through trends, drivers, challenges, opportunities, porter's five forces analysis

Market Developments including M&A, new product development, and competitive analysis

Potential strategies of leading companies

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