

Food Colorants Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The global food colorant market is forecasted to grow with a CAGR of 4.8% during the forecast period (2022- 2027).

Due to the pandemic COVID-19, the food colorant market grew attention towards the natural food color segment as the world's scientific team, as well as the medical team, recommended the use of nutraceuticals to improve health and immunity. The pandemic increased consumers' desire for the quality check of food with good labeling, which gave rise to many private label companies supplying quality food colorants with good labeling. As of COVID-19, the consumers were also ready to pay extra for quality assured and natural products which also affected the natural food colorant market positively to a great extent.

The importance of food colorants has increased in the past few decades with the advent of modern food processing methods, the slightest step of which destroys the natural coloring pigments in food. Adding back what is lost during processing is termed 'food enrichment.' However, this value addition is fulfilled by food additives. Food colorants constitute an important part of food additives.

Food Colorants Market Trends

Increasing Demand For Natural Food Colorants

There has been much interest in the development of new natural colorants used in the food industry, which is due to strong consumer demand for more natural products globally. The health-enhancing properties of natural colors, combined with the organic properties in natural products, are also increasing the appeal for the same. In the past years, there has been a distinct shift toward natural materials, especially in flavors and colors. Increasing demand and consumer preference for minimally

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processed foods and health-promoting properties of natural colorants are expected to drive the natural colors market twice as fast as the synthetic market. Restraints in natural colorants are mainly due to the higher production cost of fermentation pigments compared to pigments of synthetic origin or extracted from a natural source. FDA uses the term 'exempt color additives' to indicate that they are exempted from the certification process.

Europe Dominates the Overall Food Colorants Market

In the European Union, food colors are regulated as food additives, under a comprehensive set of regulations, for food improvement agents. Presently, in the European Union, 39 colors are authorized as color additives for usage in foods. The European food colorants market continues to capture the largest market share due to the growing demand for clean label foods and health awareness. In the United Kingdom, the rising food safety concerns are pressurizing manufacturing to adopt clean labels, which is triggering the demand for natural colors. In France, key players like Naturex, are working on the development of a 100% organic extract version of curcumin to give a rainbow of yellow color, to a range of culinary applications, from sauces and snacks to sweets, ice creams, and baked goods.

Food Colorants Market Competitor Analysis

The global food colorants market is dominated by a few players. The most active companies across the globe are Chr Hansen, DD Williamson, DSM, Doehler Group, nature, Fiorio Colori S.P.A., and Kalsec. They have been expanding their geographical presence by acquiring or merging with manufacturers in the foreign market. Expansion is the most preferred growth strategy, followed by new product developments in the global food colorants market. Chr Hansen is the most active among all; the company's most known strategy is new product launches. The major global players have vast product lines and geographical reach, which gives them an upper hand. Other recognized players include Naturex SA, Fiorio Colori S.P.A., Kalsec Inc, cancer Ingredients, Riken Vitaminand WILD Flavors, and many others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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