

## **North America Food Additives Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

The North American food additives market is anticipated to record a CAGR of 5.5% during the forecasted period (2022-2027).

The COVID-19 pandemic resulted in many opportunities for several private players to emerge in the market to cater to the inflated demand for food products, which, in turn, benefitted the additive manufacturers. The need for innovative snack products was consistently high in developed countries like the United States due to the convenience of storing, usage, and rapid provision of nutrition and energy on consumption. Also, immunity was one of the popular trends. Immunity-boosting ingredients, particularly turmeric, elderberry, echinacea, citrus, and berry flavors, perform well with those looking for a quick fix in their diet. For instance, elderberry was among the flavors consumed increasingly during the pandemic as it is known to boost immunity. Thus, the market saw growth even during the pandemic. The staple trend of natural ingredients became more pronounced as the COVID-19 pandemic prompted consumers to opt for more natural additives associated with perceived healthful attributes.?

The market was led by chemical preservatives, such as benzoates, nitrites, and propionates. However, growing consumer awareness of the adverse impacts of chemical additives is pressurizing the food and beverage industry to introduce natural additives. A complex regulatory environment is another major restraint in the market.

Rising demand for meat and poultry products is expected to boost growth. Manufactures such as Corbion NV use vinegar and jasmine extract as an anti-oxidant and citrus powder to prevent moisture migration of the product.?

North America Food Additives Market Trends

Growing Demand for Specialty Ingredients

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The demand for specialty food ingredients is high due to the broader technological and functional benefits that these ingredients offer in terms of high quality, safety, affordability, nutrition, and deliciousness of processed food products. Natural, functional, and convenient products that can deliver nutritional benefits without sacrificing taste continue to tap into major trends driving the healthy beverage market. Functional food ingredients are the dominant specialty ingredients used in many applications and are growing rapidly in the US market. Food manufacturers are infusing food products with vitamins and minerals to increase the health benefits of their products. Increasing consumption of specialty food products is expected to drive the regional market during the forecast period.

#### The United States Holds a Major Share

Consumers in the United States are leaning toward healthy food ingredients. The prevalence of obesity and diabetes in the country is forcing consumers to focus on an improved lifestyle. The demand for functional food products due to their fortified, enriched, or enhanced food qualities is increasing in the United States market. Rising demand from various end-user industries in the country, such as processed food, nutraceutical, and consumer goods, is a major factor that is expected to boost the US specialty food ingredient market over the forecast period. In addition, the growing demand for retail foods due to the increasing retail chains in the country may drive the market's growth in the future.

#### North America Food Additives Market Competitor Analysis

The North American food additives market is fragmented, with the presence of various players. The key players in the market are Cargill Incorporated, Kerry Inc., Corbion NV, Tate & Lyle, and Archer Daniels Midland Company. The key strategies adopted by the players to maintain a footprint in the food additives market include investments in the capacity expansion to meet the growing demand, new product launches to expand their consumer base, and partnerships/agreements/joint ventures to widen their reach and increase their product distribution.

#### Additional Benefits:

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

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