

Middle East & Africa Encapsulated Fragrances Market Forecast to 2028 - Regional Analysis By Product Type (Fragrance Blends, Aroma Chemicals, and Others) and Application (Perfumes and Fragrances, Cleaning Products, Cosmetics, Personal Hygiene Products, Food and Beverages, and Others)

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Report description:

The Middle East & Africa encapsulated fragrances market is expected to grow from US\$ 58.80 million in 2022 to US\$ 73.70 million by 2028. It is estimated to grow at a CAGR of 3.8% from 2022 to 2028.

Increasing Demand for Natural Fragrances Drive Middle East & Africa Encapsulated Fragrances Market

Rising awareness regarding benefits of natural fragrances has surged adoption of natural fragrances in various applications including cosmetics, personal care, food and beverages, cleaning products, and others. In cosmetic industry, the demand for natural fragrances has surged owing to rising awareness regarding health effects with use of synthetic fragrances and stringent regulation on use of some synthetic fragrances. Similarly, increasing allergic reactions by use of synthetic fragrances in personal care and cleaning products has further surged the demand for natural fragrances. Thus, surging demand for natural fragrances from various applications has surged the new trend in the market. Key players in the encapsulated fragrance market are adopting strategic initiatives to launch the natural products to cater growing consumer demand. Thus, the increasing demand for natural fragrances is expected to introduce new trends into the encapsulated fragrances market during the forecast period.

Middle East & Africa Encapsulated Fragrances Market Overview

The Middle East & Africa encapsulated fragrances market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. According to estimates, the encapsulated fragrances industry would rise significantly in the coming years due to increased food production and consumption in the region. According to Alpen Capital (a financial company in the UAE), in UAE, Food consumption is predicted to rise by 2.3% by 2025, reaching 52.4 million metric tons, focusing more on domestic production. Due to the rising population, Saudi Arabia and the UAE utilized 46.8 million metric tons of food in the Gulf Cooperation Council (GCC) member countries in 2020, accounting for 77.9%. Encapsulated fragrances are extensively used in bakery products,

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medical foods, and nutraceuticals due to their beneficial characteristics. Encapsulation is an integral part of food and beverage product development. The encapsulation technology helps to protect the volatile aromatic compounds in the oils and oleoresins against flavor and aroma loss during processing and during the shelf life of the finished product that contains the encapsulated ingredients.

Further, the growing concerns regarding ingredient safety reassurance and rising hygiene consciousness across the region have bolstered the demand for the hygiene products incorporated with fragrances such as hand sanitizers, and hand washes. Demand for hygiene and health-related personal care categories such as mouthwashes and antibacterial soap continues to grow intensely in the region. Hence, manufacturers across the Middle East & Africa are increasingly integrating encapsulated fragrances to formulate cosmetics and personal care, hygiene, and home care products, which positively influences the Middle East & Africa encapsulated fragrances market growth in the region.

Middle East & Africa Encapsulated Fragrances Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Encapsulated Fragrances Market Segmentation

The Middle East & Africa encapsulated fragrances market is segmented into product type, application, and country.

Based on product type, the Middle East & Africa encapsulated fragrances market is segmented into fragrance blends, aroma chemicals, and others. In 2022, the others segment registered the largest share in the Middle East & Africa encapsulated fragrances market.

Based on application, the Middle East & Africa encapsulated fragrances market is segmented into perfumes and fragrances, cleaning products, cosmetics, personal hygiene products, food and beverages, and others. In 2022, the cleaning products segment registered the largest share in the Middle East & Africa encapsulated fragrances market.

Based on country, the Middle East & Africa encapsulated fragrances market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. In 2022, South Africa segment registered the largest share in the Middle East & Africa encapsulated fragrances market.

Ashland Inc; Firmenich SA; Givaudan SA; Glatt GmbH; Ingredion Inc; International Flavors & Fragrances Inc; and Symrise AG are some of the leading companies operating in the Middle East & Africa encapsulated fragrances market.

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