

Brazil Flavours Market Report and Forecast 2024-2032

Market Report | 2023-11-25 | 182 pages | EMR Inc.

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Report description:

Brazil Flavours Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Brazil flavours market is projected to grow at a CAGR of 6.50% between 2024 and 2032 reaching a value of around USD 236.57 million by 2032. Aided by the vibrant Brazilian culinary heritage and rising international demand for authentic Brazilian tastes, the market is expected to grow significantly by 2032.

Flavours in Brazil stem from a rich tapestry of indigenous, African, and European influences. These are primarily used to enhance or modify the taste of a range of products, from food and beverages to pharmaceuticals and oral care. Traditional ingredients, such as acai berries, guava, passion fruit, and cachaca, represent a few of the unique Brazilian flavours that have captured the global palate.

The escalating international interest in Brazilian cuisine is a primary driver of the Brazil flavours market growth. With Brazil's gastronomy gaining acclaim on global platforms - from street foods like coxinhas and acaraje to gourmet dishes like moqueca and feijoada - the demand for authentic Brazilian flavours in food products worldwide has seen a significant upswing.

Moreover, Brazil's thriving beverage industry is contributing to the Brazil flavours market demand. Beverages like caipirinha and guarana soda, both distinct in taste, have surged in popularity not only within the country but also abroad. This rise in demand has prompted beverage manufacturers globally to integrate genuine Brazilian flavours into their products, expanding the scope of the flavour market in the process.

Outside of food and beverages, the Brazil flavours market demand is witnessing a surge in unconventional sectors. For instance, the cosmetics industry in Brazil, one of the world's largest, has started incorporating signature Brazilian scents and tastes into products like lip balms, fragrances, and creams. Recognizing the unique sensory experiences associated with Brazil, cosmetic brands are leaning towards traditional ingredients such as cupuacu butter and burahem for their aromatic properties.

Furthermore, the health and wellness trend globally is bringing the limelight to Brazil's superfoods. Ingredients like acai, camu-camu, and guarana are not just known for their distinct flavours but also for their health benefits. Recognizing the potential of these superfoods, many global companies are incorporating them into health supplements, juices, and even energy drinks, influencing the Brazil flavours market outlook.

Brazil's commitment to sustainable and responsible sourcing of these flavours plays a pivotal role in ensuring the market's growth.

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With the Amazon rainforest being a repository of unique fruits, nuts, and herbs, the emphasis on ethical sourcing ensures the preservation of these natural resources and the biodiversity of the region. This sustainable approach also enhances the appeal of Brazilian flavours in the international arena, where eco-conscious consumerism is on the rise.

Market Segmentation

The market can be divided based on flavouring agent, form, and application.

Market Breakup by Flavouring Agent

- Nature Identical Flavouring Substance
- Artificial Flavouring Substance
- Natural Flavours

Market Breakup by Form

- Liquid
- Dry

Market Breakup by Application

- Beverages
- Bakery and Confectionery Products
- Dairy and Frozen Desserts
- Savouries and Snacks
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Brazil flavours market. Some of the major players explored in the report by Expert Market Research are as follows:

- Givaudan SA
- Firmenich SA.
- International Flavors & Fragrances Inc.
- Archer Daniels Midland Company
- Synergy Flavors Inc.
- DUAS RODAS
- Others

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