

## **North America Flavours and Fragrances Market Report and Forecast 2024-2032**

Market Report | 2023-12-07 | 155 pages | EMR Inc.

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### **Report description:**

North America Flavours and Fragrances Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the North America flavours and fragrances market is projected to grow at a steady pace between 2024 and 2032. Aided by the surging consumer demand for novel sensory experiences and the increasing use of flavours and fragrances in various products, the market is expected to grow significantly by 2032.

Flavours and fragrances are essential components that determine the sensory appeal of many consumer goods, ranging from food and beverages to personal care and home care products. Flavours enhance or mask certain tastes in food and drinks, while fragrances add a distinct scent to products, making them more attractive to consumers.

A chief driver of the North America flavours and fragrances market growth is the consumers' burgeoning demand for innovative and exotic flavour profiles in their foods and beverages. Driven by globalization, travel experiences, and exposure to diverse cultures, North American consumers are increasingly seeking out products with unique and adventurous tastes. This has led food and beverage manufacturers to experiment and innovate, thereby leading to a heightened demand for varied flavours.

As per the North America flavours and fragrances market analysis, the market for fragrances in North America is buoyed by the ever-growing cosmetic and personal care industry. A deeper appreciation and quest for personal grooming, coupled with the region's substantial spending capacity, have paved the way for a plethora of scented products ranging from perfumes and body lotions to soaps and haircare items. Furthermore, the home care segment, including products like candles, air fresheners, and cleaning agents, has been increasingly relying on fragrances to offer a more enriched consumer experience.

One of the crucial North America flavours and fragrances market trends moulding the market dynamics is the shift towards natural and organic ingredients. With health and wellness becoming focal points for North American consumers, there is a noticeable drift towards natural flavours derived from fruits, vegetables, and spices.

In the fragrance sector, there is a rising demand for scents derived from natural sources, replacing synthetic counterparts. Regulatory bodies, have become more stringent, setting the tone for reformulation and innovation in this sector which further increases the value of the North America flavours and fragrances market size.

#### Market Segmentation □

The market can be divided based on segment, type, and country. The flavours market is divided based on flavouring agent, form,

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and application, and the fragrances market is divided based on type, fragrances type, and application.

#### Market Breakup by Segment

- Flavours
- Fragrances

#### Market Breakup by Type

- Synthetic
- Natural

#### Market Breakup by Country

- United States of America
- Canada

#### Flavours Market Breakup by Flavouring Agent

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

#### Flavours Market Breakup by Form

- Liquid
- Dry

#### Flavours Market Breakup by Application

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

#### Fragrances Market Breakup by Type

- Synthetic
- Natural

#### Fragrances Market Breakup by Fragrances Type

- Flowers
- Fruits
- Musk
- Wood
- Spice
- Others

#### Fragrances Market Breakup by Application

- Soap and Detergents
- Cosmetics and Toiletries
- Fine Fragrances
- Household Cleaners and Air Fresheners
- 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 North America flavours and fragrances 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.
- Symrise AG

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- []WILD Flavors, Inc.
- []Takasago International Corp
- []The MANE Group
- []Sensient Technologies Corporation
- []The Robertet Group
- []Kerry Group
- []Others

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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