

## **Vanillin - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 180 pages | Mordor Intelligence

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### **Report description:**

The Vanillin Market size is estimated at USD 1.04 billion in 2024, and is expected to reach USD 1.54 billion by 2029, growing at a CAGR of 8.13% during the forecast period (2024-2029).

The penetration of vanillin in the food industry is high, especially in developed countries, owing to its wide application across different industries. In pharmaceuticals and personal care, vanillin is used as an aromatic masking and flavoring agent in toothpaste, cleaning products, and medicines. The surging demand for room and car fresheners, along with the growing popularity of aromatherapy, is projected to drive the demand for vanillin in the cosmetics and toiletries application segment. The wide application and easy accessibility and affordability of vanillin have resulted in its increased penetration across the world, which, in turn, is accelerating the growth of the market.

### Vanillin Market Trends

#### Diverse Functionality of Vanillin in End-use Industries

Vanillin is one of the few ingredients employed in a wide range of industries, including food and beverage, pharmaceutical, personal care, and animal and poultry feed. Thus, vanillin is experiencing high demand globally. Vanillin is used in beverages by producers to cut back on the use of sugar and other artificial sweeteners in their products. Owing to vanillin's taste and ability to impart sweetness, both alcoholic and non-alcoholic beverages infused with vanillin are becoming more popular among consumers. According to Penn State's research in Pennsylvania, adding vanilla to milk-based beverages can cut the amount of sugar used by 20-50%.

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In addition, vanillin as a flavoring also dominates the ice cream and chocolate industry because of its sugary sweet aroma. Vanillin has also been used in various industries, including perfume and metal plating. Other miscellaneous uses are as an anti-foaming agent in lubricants, an attractant in insecticides, and a solubilizing agent for riboflavin. Vanillin has a mild antioxidant potential for foods high in polyunsaturated fatty acids (PUFA), thereby creating new opportunities for its unique usage in the food sector as a preservative in fruit creams and clarified butter, among other uses. In addition to acting as an anti-inflammatory, vanillin can be used to create medications to treat gout, allergies, and arthritis.

Vanillin is also being utilized in the packaging industry as an antimicrobial film because of its anticlastogenic and antimutagenic properties. Therefore, companies are establishing cultivation initiatives in Madagascar, where vanillin is known for its flavor and aroma, primarily to increase the production of vanillin from the purest sources. In October 2021, Apple Flavor & Fragrance Group Co. Ltd established a food ingredient R&D and manufacturing base of Shanghai Shenshun Food Co. Ltd, a wholly-owned subsidiary of the Apple Group.

### Europe Holds a Prominent Share in the Market

Europe is one of the leading regions in the vanillin market due to the rising demand from emerging economies. The food processing, cosmetics, and pharmaceutical/medicinal industries are the primary end users of vanillin in the European market. The growing demand for natural vanillin in the United Kingdom is due to the growing market for organic products. According to the Global Organic Trade Guide, the market for organic goods in the United Kingdom reached USD 2.1 billion in 2021, accounting for roughly 3.6% of the world's demand for such goods, with an average price of USD 31.83 per person.

Vanillin is a common scent component used in various aromatic goods and other personal care products. The usage of vanillin as a fragrance in cosmetics by brands like L'Oréal and P&G indicates that the vanillin market may grow along with the cosmetic industry. The most significant cosmetic industries in Germany, France, and Italy are augmenting the demand for vanillin in the region. As per the data from Cosmetic Europe, the market for cosmetic products in Germany in 2021 was EUR 13.6 Billion. This large number indicates the growth of the cosmetic industry and hence, the growth of the vanillin market.

### Vanillin Industry Overview

The global vanillin market is highly consolidated, with the top players controlling the major shares in the vanillin market. The major global players have a wide geographical reach and brand awareness, which gives them a competitive edge. Some key players in the global vanillin market include Jiaxing Zhonghua Chemical Co. Ltd, Solvay SA, Liaoning Shixing Pharmaceutical & Chemical Co. Ltd, Borregaard AS, and Merck KGaA.

The major manufacturers are focusing on increasing their production capacities to meet the demand for vanillin. Companies are diversifying their products and expanding their operations to gain a competitive advantage. For instance, in May 2022, Solvay introduced a new renewable material and biotechnology platform to innovate sustainable solutions for various markets, using renewable feedstocks and biotechnology. The company is a well-known player in some bio-based products, including guar, bio-sourced solvents, and natural vanillin, the latter enabled by biotechnology.

### Additional Benefits:

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

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