

Natural Food Preservatives Market By Type (Salt, Sugar, Oil (rosemary oil) , Honey, Citric Acid, Vinegar, Others) , By Function (Antimicrobial, Antioxidants, Others) By Application (Sea Food, Meat & Poultry, Bakery, Dairy, Snacks, Beverages, Fruits and Vegetables, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Report description:

The natural food preservatives market was valued at \$0.5 billion in 2023, and is projected to reach \$1.1 billion by 2033, growing at a CAGR of 6.9% from 2024 to 2033.

Natural food preservatives are additives that are derived from natural sources such as plants, animals, or minerals, that are used to extend the shelf life of food products by preventing spoilage caused by microorganisms, oxidation, and other environmental factors. Unlike synthetic preservatives, which are chemically produced, natural preservatives are often perceived as safer and more environmentally friendly, making them an attractive option in the food industry. The most common natural food preservatives include salt, sugar, alcohol, vinegar, hops, diatomaceous earth, rosemary & oregano extract, and castor oil.

The growth of the global natural food preservatives market is driven by surge demand for food products with minimal processing and fewer artificial ingredients. A survey conducted by the International Food Information Council in 2021 found that 64% of consumers prefer products that contain ingredients they recognize, with a significant portion expressing a desire for "clean label" foods that avoid artificial additives. This indicates a growing trend toward natural ingredients, including preservatives. In addition, increase in health-conscious consumers and rise in preference for natural preservatives over synthetic additives, which are perceived to have potential negative health effects, significantly contribute toward the growth of the global market. Furthermore, shift toward sustainability and environmentally friendly practices has led to greater interest in natural preservatives, which augments the market growth. Moreover, increase in demand for convenience and packaged foods that maintain freshness over time has created a need for effective natural preservation methods to extend shelf life, thus fostering the market growth.

However, shorter shelf life of natural preservatives as compared to synthetic alternatives acts as the key deterrent factor of the global market. In addition, high cost associated with production and sourcing of natural preservatives restrains the market growth.

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On the contrary, innovations in food preservation technologies, such as the use of plant-based extracts, essential oils, and fermentation by-products, are making natural preservatives more efficient and cost-effective. Such developments are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The natural food preservatives market is segmented into type, function, application and region. On the basis of type, the market is divided into salt, sugar, oil, honey, citric acid, vinegar and others. As per function, the market is bifurcated into antimicrobial, antioxidants and others. Based on application, the market is divided into sea food, meat & poultry, bakery, dairy, snacks, beverages, fruits and vegetables and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By type, the salt segment was the highest revenue contributor in 2023.

On the basis of function, the antimicrobial segment garnered the largest share in 2023 and is expected to continue the same trend by 2034.

Depending on application, the seafood, meat, & poultry segment was the highest revenue contributor in 2023.

Region wise, North America is expected to emerge as the most lucrative market for natural food preservatives during the forecast period.

Competition Analysis

Competitive analysis and profiles of the major players in the global natural food preservatives market include Cargill, Incorporated, Archer Daniels Midland Company, Kerry Group plc, Royal DSM, BASF SE, Corbion, Associated British Foods Plc Source, Camlin Fine Sciences Inc, and JustLong. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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- Additional country or region analysis- market size and forecast
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- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- SWOT Analysis

Key Market Segments

By Type

- Salt
- Sugar

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- Oil (rosemary oil)
- Honey
- Citric Acid
- Vinegar
- Others

By Function

- Antimicrobial
- Antioxidants
- Others

By Application

- Sea Food, Meat Poultry
- Bakery
- Dairy
- Snacks
- Beverages
- Fruits and Vegetables
- Others

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- France
- Germany
- Italy
- Spain
- UK
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa
- Saudi Arabia
- Argentina
- Rest of LAMEA
- Key Market Players
- Cargill, Incorporated
- Archer Daniels Midland Company
- Kerry Group plc
- Royal DSM

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- BASF SE
- Corbion
- Associated British Foods Plc Source
- Camlin Fine Sciences Inc
- JustLong
- DSM

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