

North America Food Flavor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Food Flavor Market size is estimated at USD 5.36 billion in 2025, and is expected to reach USD 6.70 billion by 2030, at a CAGR of 4.54% during the forecast period (2025-2030).

Over the past few years, there has been an upsurge in the use of naturally sourced ingredients across North America, especially in countries like the United States and Canada. Therefore, the increasing consumer interest in nutritionally enriched and natural food products promotes the demand for high-value additives, expanding the market for natural flavors in the region. Furthermore, the growing demand for food with exotic or ethnic flavors drives the demand for variant flavor blends in North America. Moreover, since the region has witnessed an increasing population of expats in recent years, manufacturers create customized flavors to obtain a larger market share. According to the U.S. Department of Homeland Security, around 1,018,349 persons from different regions obtained lawful permanent resident status in the United States in 2022. Around 414,951 are of Asian origin, and 99,025 of the population are from South America. The diverse population living in the region is driving the growth of the food flavors market. For instance, in June 2022, BioNootkatone, a new natural, clean-label citrus flavor ingredient, was developed by Givaudan in partnership with Manus Bio for various food and beverage products. BioNootkatone is a sugar-free, non-GMO citrus flavor ingredient.

North America Food Flavor Market Trends

Demand for Flavorful Ingredients in Vegan and Meat Alternatives

With the rising desire for meat substitutes among flexitarians, the demand for products besides traditional meat, fish, and dairy products soars in the region. Customers are increasingly gravitating toward plant-based food products, primarily meat

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alternatives. For instance, according to the International Food Council survey in 2022, 15% of American consumers prefer purchasing products labeled "plant-based." In addition, 12% of Americans follow a plant-based diet, and 2% of consumers follow a vegan diet. Thus, with the surging demand for meat alternatives and the increasing willingness of consumers to spend more on plant-based food products, food manufacturers are shifting to plant-based sources such as plant extracts or vegetable powders to meet the demand for vegan products. For instance, in February 2022, Givaudan launched PrimeLock, a patent-pending, natural, vegan-friendly integrated solution (flavor, texture, and preservation) that mimics animal fat cells, enabling food companies to enhance plant-based product development and consumer satisfaction.

United States Hold A Major Share In The Market

The rising demand for convenient and ready-to-eat food and beverage options due to busy lifestyles and high-income levels of consumers propels the market for flavors in the United States. Moreover, the growing Asian and Hispanic populations in the country drive the popularity of different flavors in the American diet, with many becoming mainstays in kitchens and menus. According to the US Census Bureau, in 2022, more than 24 million Asians lived in the United States, of which Indians and Chinese constitute the largest population. Similarly, as of July 2022, the United States had a 63.7 million Hispanic population. This, in turn, creates opportunities for manufacturers to boost their market share in the country. For instance, in February 2023, FlavorSum, a North American flavor producer, began constructing an expansion project to add 35,000 sq ft to its Kalamazoo, Michigan facility. With an increased footprint, the company aims to expand technical resources and capacity to meet the needs of small, mid-sized, and emerging food and beverage companies.

North America Food Flavor Industry Overview

The North America food flavor market is highly competitive, with intense competition among the key players to increase their share in the market studied. Some major players in the market include International Flavors and Fragrances, Givaudan SA, Firmenich S.A, Symrise AG, and Kerry Group PLC. The players are indulging in strategies, such as product launches, mergers and acquisitions, expansions, and partnerships, to establish a strong consumer base and esteemed position in the market.

Additional Benefits:

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

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