

**India Flavors Market, By Source (Nature Identical, Artificial and Natural), By Application (Bakery, Beverages, Dairy, Confectionary, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F**

Market Report | 2025-07-14 | 85 pages | TechSci Research

**AVAILABLE LICENSES:**

- Single User License \$3500.00
- Multi-User License \$4500.00
- Custom Research License \$7000.00

**Report description:**

**Market Overview**

The India Flavors Market was valued at USD 506.38 million in 2025 and is projected to reach USD 820.32 million by 2031, growing at a CAGR of 8.42% during the forecast period. This rapidly evolving segment plays a vital role in enhancing sensory appeal across food, beverage, confectionery, and even personal care categories. India's culinary diversity and broad regional preferences continue to drive demand for a wide spectrum of flavors-from traditional Indian spices like cardamom and turmeric to international favorites such as vanilla and chocolate. The growing urban population, which reached over 522 million in 2023, reflects shifting consumer lifestyles favoring convenience foods. As a result, manufacturers are developing flavors that replicate homemade tastes in processed and ready-to-eat meals. Concurrently, rising health consciousness has pushed demand toward natural, botanical, and fruit-based flavors as healthier alternatives to synthetic additives. This confluence of factors is accelerating innovation and adoption across both domestic and export-oriented segments of the Indian flavors industry.

**Key Market Drivers**

**Cultural Diversity and Culinary Heritage**

India's rich cultural landscape and diverse culinary traditions are fundamental to the growth of its flavors market. Each region has its own distinct set of ingredients and preferences, contributing to a vast demand for various flavor profiles. Northern regions favor spices like saffron, garam masala, and cardamom, while Southern cuisines emphasize tamarind, curry leaves, and coconut. This regional segmentation provides opportunities for flavor manufacturers to develop localized offerings catering to traditional preferences. The global spread of Indian cuisine through the diaspora has also amplified the need for authentic Indian flavors worldwide. Furthermore, consumer trends indicate a desire for more adventurous and unconventional tastes, especially in the sweet bakery segment, where 70% of consumers report growing boredom with traditional flavors. This shift is motivating producers to experiment with bold and fusion profiles to appeal to evolving palates.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Key Market Challenges

### Regulatory Hurdles and Compliance Issues

Navigating India's intricate regulatory landscape remains a significant challenge for flavor manufacturers. The industry is governed by multiple regulatory bodies, with the Food Safety and Standards Authority of India (FSSAI) playing a central role in approvals and compliance. Obtaining licenses for new products can be a lengthy and expensive process, posing barriers particularly for small and mid-sized enterprises. Additionally, frequent updates to guidelines make it difficult for manufacturers to stay fully compliant, increasing the risk of costly recalls or legal issues. Strict labeling laws-especially regarding allergens and additive disclosures-require manufacturers to invest in robust quality control and documentation systems. Non-compliance may not only incur financial penalties but also damage consumer trust, further complicating market operations.

### Key Market Trends

#### Rising Demand for Natural and Clean Label Flavors

One of the leading trends shaping the India Flavors Market is the shift toward natural, organic, and clean-label flavor ingredients. As health awareness rises, consumers are actively avoiding synthetic additives and favoring products made from recognizable, safe, and minimally processed sources. This is especially evident in segments like dairy, beverages, bakery, and snacks, where clean-label positioning influences purchasing decisions. According to recent insights, 74% of Indian consumers prefer food and drinks containing natural flavorings, underscoring strong momentum behind this trend. Regulatory tightening around artificial additives is further accelerating the adoption of plant-based and sustainable flavor alternatives. Manufacturers are increasingly investing in R&D to meet this demand, developing flavor solutions based on herbs, spices, fruits, and botanical extracts. Brands that can effectively communicate their clean-label credentials are gaining traction across both urban and semi-urban markets.

### Key Market Players

- Doehler India Pvt. Ltd
- Firmenich Aromatics (India) Private Limited
- Flavaroma Flavors and Fragrances Private Limited
- Givaudan (India) Private Limited (Givaudan SA)
- Gupta & Company (P) Limited
- International Flavors and Fragrances India Pvt. Ltd
- Kerry Ingredients India (P) Ltd
- Oriental Aromatics Limited
- Sacheerome Private Limited
- Symrise Private Limited (Symrise AG)

### Report Scope:

In this report, the India Flavors Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- India Flavors Market, By Source:
  - o Nature Identical
  - o Artificial
  - o Natural
- India Flavors Market, By Application:
  - o Bakery
  - o Beverages
  - o Dairy
  - o Confectionary
  - o Others
- India Flavors Market, By Region:
  - o North
  - o South
  - o East

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

o West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Flavors Market.

Available Customizations:

India Flavors Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

## **Table of Contents:**

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered
2. Research Methodology
  - 2.1. Methodology Landscape
  - 2.2. Objective of the Study
  - 2.3. Baseline Methodology
  - 2.4. Formulation of the Scope
  - 2.5. Assumptions and Limitations
  - 2.6. Sources of Research
  - 2.7. Approach for the Market Study
  - 2.8. Methodology Followed for Calculation of Market Size & Market Shares
  - 2.9. Forecasting Methodology
3. Executive Summary
  - 3.1. Overview of the Market
  - 3.2. Overview of Key Market Segmentations
  - 3.3. Overview of Key Market Players
  - 3.4. Overview of Key Regions
  - 3.5. Overview of Market Drivers, Challenges, and Trends
4. Voice of Customer
  - 4.1. Brand Awareness
  - 4.2. Factor Influencing Buying Decision
5. India Flavors Market Outlook
  - 5.1. Market Size & Forecast
    - 5.1.1. By Value
  - 5.2. Market Share & Forecast
    - 5.2.1. By Source (Nature Identical, Artificial, Natural)
    - 5.2.2. By Application (Bakery, Beverages, Dairy, Confectionary, Others)
    - 5.2.3. By Region
    - 5.2.4. By Company (2025)
  - 5.3. Market Map
6. India Nature Identical Flavors Market Outlook
  - 6.1. Market Size & Forecast

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.1.1. By Value
- 6.2. Market Share & Forecast
- 6.2.1. By Application
- 7. India Artificial Flavors Market Outlook
- 7.1. Market Size & Forecast
- 7.1.1. By Value
- 7.2. Market Share & Forecast
- 7.2.1. By Application
- 8. India Natural Flavors Market Outlook
- 8.1. Market Size & Forecast
- 8.1.1. By Value
- 8.2. Market Share & Forecast
- 8.2.1. By Application
- 9. Market Dynamics
- 9.1. Drivers
- 9.2. Challenges
- 10. Market Trends & Developments
- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments
- 11. Disruptions: Conflicts, Pandemics and Trade Barriers
- 12. Porters Five Forces Analysis
- 12.1. Competition in the Industry
- 12.2. Potential of New Entrants
- 12.3. Power of Suppliers
- 12.4. Power of Customers
- 12.5. Threat of Substitute Products
- 13. India Economic Profile
- 14. Competitive Landscape
- 14.1. Company Profiles
- 14.1.1. Doehler India Pvt. Ltd
- 14.1.1.1. Business Overview
- 14.1.1.2. Company Snapshot
- 14.1.1.3. Products & Services
- 14.1.1.4. Financials (As Per Availability)
- 14.1.1.5. Key Market Focus & Geographical Presence
- 14.1.1.6. Recent Developments
- 14.1.1.7. Key Management Personnel
- 14.1.2. Firmenich Aromatics (India) Private Limited
- 14.1.3. Flavaroma Flavors and Fragrances Private Limited
- 14.1.4. Givaudan (India) Private Limited (Givaudan SA)
- 14.1.5. Gupta & Company (P) Limited
- 14.1.6. International Flavors and Fragrances India Pvt. Ltd
- 14.1.7. Kerry Ingredients India (P) Ltd
- 14.1.8. Oriental Aromatics Limited
- 14.1.9. Sacheerome Private Limited
- 14.1.10. Symrise Private Limited (Symrise AG)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 15. Strategic Recommendations
- 16. About Us & Disclaimer

**India Flavors Market, By Source (Nature Identical, Artificial and Natural), By Application (Bakery, Beverages, Dairy, Confectionary, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F**

Market Report | 2025-07-14 | 85 pages | TechSci Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$3500.00
	Multi-User License	\$4500.00
	Custom Research License	\$7000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

A large, empty rectangular box with a thin black border, intended for a signature.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)