

Middle East and Africa Flavours and Fragrances Market Outlook - Forecast Trends, Market Size, Share and Growth Analysis Report (2025-2034)

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Report description:

The Middle East and Africa flavours and fragrances market was valued at USD 3.10 Billion in 2024 . The industry is expected to grow at a CAGR of 5.50% during the forecast period of 2025-2034 to attain a valuation of USD 5.30 Billion by 2034.

While the Middle East and Africa market occupies a small proportion of the global market, the region is expected to witness rapid growth in the coming years, with the maturing of leading markets like Europe and North America. Globally, Europe is the largest market for flavours and fragrances, accounting for almost 30% of the market. Germany is the leading market within the continent, representing over a fifth of the industry, followed by the UK and France. In the coming years, the emerging Eastern European region will grow faster than the Western European economies. Europe is followed by North America and the Asia Pacific as the major markets. The Asia Pacific, like the Middle East and Africa, is also projected to witness robust growth, especially as compared to the more developed regions.

The industry in the Middle East and Africa will be aided by the increasing investments and expansions by the major players in the global market. The companies are particularly seeking to develop products catering to the region's local tastes and preferences. They are also investing in developing products that meet regional and cultural expectations, like halal and alcohol-free flavours and fragrances, catering to the region's Muslim population. The growing economies and rising GDPs along with the increase in the population of the middle class is also aiding the industry with people seeking out more processed and premium products. West Africa is emerging as a significant market in the region, especially countries like Nigeria, which are witnessing healthy growth in their economies.

Middle East and Africa Flavours and Fragrances Industry Segmentation

Flavour refers to a distinctive taste of a product like those of food and beverage items. Flavours are added to products to enhance or alter their tastes. Fragrance, on the other hand, refers to compounds used to add a pleasant perfume or odour to products

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ranging from food products to cosmetics products, and even products like detergents.

Market Breakup by Segment

- Flavours
- Fragrances

Market Breakup by Type

- Synthetic
- Natural

Market Breakup by Region

- Saudi Arabia
- United Arab Emirates
- Turkey
- South Africa
- Others

Market Analysis

The Middle East and Africa flavours and fragrance market is being driven by the thriving application sectors in the region. The industry is being driven by the rising population of under 30-year-olds who are defining the consumption patterns in the region. With the consumption of processed products like dairy products, RTD drinks, and instant noodles, among others, witnessing an increase, the regional flavours and fragrance market is being propelled forward. The industry is also being driven by the rising number of innovations taking place in the industry along with the multiple R&D undertakings by major players.

The industry in the Middle East and Africa is also aided by the high birth rates, growing urbanisation, and increasing disposable incomes of consumers. The growing cosmetics industry is providing further impetus to the industry, as both flavours and fragrances are used in the various cosmetics segments. The United Arab Emirates and Saudi Arabia are the major cosmetics markets in the Middle East and are projected to witness robust growth in the coming years. The fragrance industry, particularly, will be aided by the healthy cosmetics industry in the Middle East as perfume is a major revenue-generating product in the industry. The Gulf countries are the major cosmetics markets in the region with a large base of high-income consumers willing to spend more on premium products. Companies are also increasingly expanding into the African markets, which are projected to witness robust growth in the coming five years.

Competitive Landscape

The report gives a detailed analysis of the following key players in the Middle East and Africa flavours and fragrance market, covering their capacity, market share, and latest developments like mergers and acquisitions, capacity expansions, and plant turnarounds:

- Givaudan SA
- Firmenich SA
- Balirom Ltd.
- Frutarom Industries Ltd.

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- KATO FLAVORS & FRAGRANCES S.A.E
- Nicola-J Flavours and Fragrances (Pty) Ltd.
- Others

The EMR report gives an in-depth insight into the industry by providing an assessment of Porter's Five Forces model as well as a SWOT analysis. The comprehensive report offers an overview of the other regional markets like North America, Latin America, Europe, and the Asia Pacific.

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