

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

Market Report | 2025-07-01 | 110 pages | Mordor Intelligence

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Report description:

North America Food Preservatives Market Analysis

The North America food preservatives market size is estimated to be USD 2.76 billion in 2025 and is forecast to reach USD 3.44 billion by 2030, expanding at a 4.50% CAGR. The market is driven by the increasing demand for processed and convenience foods, which require extended shelf life and preservation of quality. Synthetic preservatives continue to dominate the market in terms of value due to their cost-effectiveness and efficiency in preventing spoilage. However, growing regulatory scrutiny, including state-level bans on specific additives, is reshaping the market dynamics. Additionally, rising consumer awareness regarding health and wellness is fueling the demand for clean-label products, which, in turn, is driving investments toward nature-based alternatives. These natural preservatives, derived from plant and microbial sources, are gaining traction as they align with the evolving consumer preference for minimally processed and chemical-free food products. The market is also influenced by advancements in preservation technologies and the development of innovative solutions to meet the dual objectives of safety and sustainability.

North America Food Preservatives Market Trends and Insights

Packaged Bakery Sector Drives Preservatives Market

North America's food preservatives market is being significantly propelled by the packaged bakery sector. As consumers increasingly gravitate towards convenience foods, the demand for packaged bakery items has surged. This uptick has, in turn,

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heightened the reliance on food preservatives, essential for extending shelf life and ensuring product quality. The Food and Drug Administration (FDA) underscores the importance of food preservatives, noting their pivotal role in thwarting spoilage from microorganisms and oxidation. This not only safeguards food safety but also curtails food waste, which is a growing concern in the food industry. Moreover, the American Bakers Association (ABA) points out that the rising consumer inclination towards ready-to-eat bakery products has intensified the demand for robust preservation methods to meet quality and safety standards. Highlighting the sector's significance, the ABA notes that the U.S. bakery industry boasts an impressive annual revenue of USD 42 billion, emphasizing its dependence on preservatives to sustain production and distribution efficiency. Given these dynamics, the demand for food preservatives is poised to persist in the coming years, driven by evolving consumer preferences and the need for extended product shelf life.

Increased Demand for Processed and Convenience Foods

Driven by changing consumer lifestyles and urbanization, the North American food preservatives market is witnessing robust growth, fueled by a surging appetite for processed and convenience foods. Medixiv reports that in 2023, ultra-processed foods constituted over 60% of the caloric intake in the U.S. diet. This significant reliance on processed foods highlights the growing consumer preference for products that are quick to prepare and easy to consume, aligning with the fast-paced modern lifestyle. As urbanization accelerates and lifestyles evolve, there's an escalating demand for ready-to-eat meals that cater to convenience without compromising on quality. The FDA's oversight on food preservatives underscores a commitment to safety and quality, bolstering the market's expansion by ensuring consumer trust in these products. With manufacturers increasingly prioritizing shelf life and product integrity, the demand for food preservatives is set to rise, mirroring consumer desires for convenience, longer-lasting food options, and consistent product quality.

Stringent Government Regulations and Approvals Process

Stringent government regulations and the complex approval processes act as significant restraints in the North American food preservatives market. Regulatory bodies in the region, such as the Food and Drug Administration (FDA) in the United States and Health Canada, enforce strict guidelines to ensure the safety and efficacy of food preservatives. These regulations often require extensive testing, documentation, and compliance with safety standards, which can increase the time and cost for manufacturers to bring new preservatives to market. Additionally, the approval process for food preservatives involves rigorous scrutiny, including assessments of potential health risks and environmental impacts. This can lead to delays in product launches and limit the availability of innovative solutions in the market. As a result, companies operating in this market must allocate significant resources to navigate these regulatory challenges, which can hinder market growth during the forecast period.

Other drivers and restraints analyzed in the detailed report include:

Customized Preservation for Allergen Free Foods / Use of Antioxidant Preservatives in Nutrient-Rich Foods / Consumer Awareness of Health Risks Associated with Synthetic Preservatives /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2024, synthetic preservatives dominated the North American food preservatives market, holding a substantial 60.22% market share. Their widespread adoption is attributed to their proven efficacy in preventing spoilage and extending shelf life, coupled with cost-effectiveness. These preservatives are particularly favored in processed and packaged foods, where maintaining product stability over extended periods is critical. Synthetic preservatives, such as benzoates, sorbates, and nitrites, are extensively used due to their ability to inhibit microbial growth and ensure food safety. Despite growing concerns over synthetic additives and their

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potential health impacts, their established performance, regulatory approvals, and affordability continue to drive their demand in the region.

Conversely, the natural preservatives segment is gaining momentum and is projected to outpace its synthetic counterpart. With a forecasted CAGR of 5.95% from 2025 to 2030, this segment is driven by increasing consumer preference for clean-label products and natural ingredients. Natural preservatives, derived from sources such as plant extracts, essential oils, and organic acids, are becoming popular due to their perceived health benefits and alignment with sustainability trends. Additionally, the rising awareness of the potential adverse effects of synthetic additives has further fueled the demand for natural alternatives. This shift reflects a broader movement toward healthier and more transparent food options in the North American market, with manufacturers increasingly investing in research and development to enhance the efficacy and stability of natural preservatives.

In 2024, antimicrobial preservatives captured a dominant 59.94% share of the North American market, underscoring their pivotal role in food safety by curbing pathogen growth. These preservatives are especially vital for high-moisture foods, where microbial spoilage poses significant safety challenges. The antimicrobial category includes synthetic choices like benzoates and sorbates, alongside natural options such as cultured dextrose and fermented ingredients that yield organic acids with antimicrobial traits.

Although antioxidant preservatives command a smaller slice of the market, they're set to expand at a robust 6.24% CAGR from 2025 to 2030. Their growth is fueled by their vital function in thwarting oxidative degradation in fat-rich foods. This surge is a testament to rising consumer awareness about the adverse effects of oxidation, including nutritional loss and off-flavors. Notably, plant-based antioxidants are on the rise, with extracts from rosemary and green tea proving as effective as synthetic counterparts like BHA and BHT, especially in meat applications. Moreover, the pivot towards natural antioxidants is bolstered by studies highlighting the enhanced preservation benefits of synergistic combinations of natural extracts, all while aligning with the clean label trend.

The North America Food Preservatives Market Report is Segmented by Product Type (Synthetic, and Natural), Function (Antimicrobial, and Antioxidants), Form (Dry/Granular, and Liquid), Application (Bakery and Confectionery, Ready Meals, Sweet and Savory Snacks, Sauces and Dressings, and More), and Geography (United States, Canada, Mexico, and Rest of North America). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Cargill, Incorporated / Kerry Group plc / BASF SE / DSM-Firmenich AG / Corbion N.V. / Eastman Chemical Company / Kemin Industries, Inc. / Brenntag SE / Galactic S.A. / Dow Inc. / Celanese Corporation / Camlin Fine Sciences Ltd. / International Flavors & Fragrances Inc. / Mane Kancor Ingredients Pvt Ltd. / Jungbunzlauer Suisse AG / Hawkins Inc. / Lanxess / Solina / Prakash Chemicals International Private Limited (PCIPL) / ND Biotech Pvt. Ltd. /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
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Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

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3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Packaged Bakery Sector Drives Preservatives Market

4.2.2 Increased Demand for Processed and Convenience Foods

4.2.3 Customized Preservation for Allergen Free Foods

4.2.4 Growing Consumption of Packaged and Ready-to-Eat Products

4.2.5 Use of Antioxidant Preservatives in Nutrient-Rich Foods

4.2.6 Innovation in Natural and Clean Label Preservative

4.3 Market Restraints

4.3.1 Stringent Government Regulations and Approvals Process

4.3.2 Consumer Awareness of Health Risks Associated with Synthetic Preservatives

4.3.3 Consumer Inclination Towards Fresh Foods

4.3.4 Limited efficacy of Natural Preservatives in Certain Applications

4.4 Supply Chain Analysis

4.5 Regulatory Outlook

4.6 Porter's Five Forces Analysis

4.6.1 Threat of New Entrants

4.6.2 Bargaining Power of Buyers/Consumers

4.6.3 Bargaining Power of Suppliers

4.6.4 Threat of Substitute Products

4.6.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

5.1 By Type

5.1.1 Synthetic

5.1.1.1 Sorbates

5.1.1.2 Benzoates

5.1.1.3 Propionates

5.1.1.4 Others

5.1.2 Natural

5.1.2.1 Nisin

5.1.2.2 Natamycin

5.1.2.3 Vinegar

5.1.2.4 Rosemary Extract

5.1.2.5 Mixed Tocopherols

5.1.2.6 Others

5.2 By Function

5.2.1 Antimicrobial

5.2.2 Antioxidants

5.3 By Form

5.3.1 Dry/Granular

5.3.2 Liquid

5.4 By Application

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- 5.4.1 Bakery and Confectionery
- 5.4.2 Meat and Poultry
- 5.4.3 Ready Meals
- 5.4.4 Sweet and Savory Snacks
- 5.4.5 Sauces and Dressings
- 5.4.6 Edible Oils
- 5.4.7 Other Applications
- 5.5 By Geography
 - 5.5.1 United States
 - 5.5.2 Canada
 - 5.5.3 Mexico
 - 5.5.4 Rest of North America

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global-level Overview, Market-level Overview, Core Segments, Financials (if available), Strategic Information, Market Rank/Share, Products & Services, Recent Developments)
 - 6.4.1 Cargill, Incorporated
 - 6.4.2 Kerry Group plc
 - 6.4.3 BASF SE
 - 6.4.4 DSM-Firmenich AG
 - 6.4.5 Corbion N.V.
 - 6.4.6 Eastman Chemical Company
 - 6.4.7 Kemin Industries, Inc.
 - 6.4.8 Brenntag SE
 - 6.4.9 Galactic S.A.
 - 6.4.10 Dow Inc.
 - 6.4.11 Celanese Corporation
 - 6.4.12 Camlin Fine Sciences Ltd.
 - 6.4.13 International Flavors & Fragrances Inc.
 - 6.4.14 Mane Kancor Ingredients Pvt Ltd.
 - 6.4.15 Jungbunzlauer Suisse AG
 - 6.4.16 Hawkins Inc.
 - 6.4.17 Lanxess
 - 6.4.18 Solina
 - 6.4.19 Prakash Chemicals International Private Limited (PCIPL)
 - 6.4.20 ND Biotech Pvt. Ltd.

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

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