

Flavor And Fragrance - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 130 pages | Mordor Intelligence

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Report description:

Flavor And Fragrance Market Analysis

The flavor and fragrances market size in 2026 is estimated at USD 41.83 billion, growing from 2025 value of USD 39.91 billion with 2031 projections showing USD 52.91 billion, growing at 4.81% CAGR over 2026-2031. The market expansion is primarily attributed to the substantial growth of the food and beverage industry in emerging economies. The increasing consumer demand for processed and ready-to-eat products necessitates advanced flavor and fragrance solutions to enhance product differentiation and sensory characteristics. Furthermore, the market growth is supported by increasing disposable incomes and rapid urbanization, particularly in India and China. The market trajectory is significantly influenced by evolving health and wellness preferences, with consumers demonstrating a strong inclination toward natural, organic, and clean-label ingredients. As a result, manufacturers are strategically investing in plant-based and functional flavor solutions, positioning the market for sustained growth in the forecast period.

Global Flavor And Fragrance Market Trends and Insights

Growing Demand for Processed Food Products

The expansion of the global food flavor and fragrance market is driven by increasing demand for processed food products. Consumers seek convenient, ready-to-eat, and ready-to-cook options that align with their fast-paced lifestyles. In response, food manufacturers are developing diverse processed food products that incorporate advanced flavor and fragrance technologies to

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maintain sensory appeal and achieve product differentiation. Since processed foods typically undergo thermal treatments, preservation, or reformulation that can affect natural taste and aroma, thus, manufacturers use sophisticated flavors and fragrances to restore or enhance desired sensory qualities. According to the International Food Information Council (IFIC), approximately 79% of adults in the United States in 2024 considered the processing level of food and beverages before making purchase decisions . This consumer awareness regarding product sourcing, nutritional content, and processing methods has prompted manufacturers to implement advanced flavor systems that can recreate fresh, natural profiles or deliver unique taste experiences while meeting health and wellness preferences.

Increasing Consumer Demand for Plant-Based Flavors and Fragrances

The global flavor and fragrance market exhibits a substantial transformation toward plant-based ingredients, reflecting the evolution of consumer preferences centered on health consciousness, environmental sustainability, and ethical consumption methodologies. This fundamental transition catalyzes the development and implementation of sophisticated botanical extracts and essential oils, which facilitate authentic sensory experiences while maintaining compliance with stringent clean-label requirements. According to the Food Industry Association (FMI), 84% of grocery shoppers in the United States incorporated at least one plant-based food in 2023 . Moreover, the natural fragrance segment demonstrates continuous expansion as consumer awareness intensifies regarding potential health implications associated with synthetic alternatives. Industry participants are implementing strategic investments in advanced extraction technologies and establishing comprehensive upcycling initiatives to convert agricultural by-products into valuable flavor and fragrance ingredients, thereby addressing sustainability objectives while fulfilling market requirements for natural solutions.

International Quality Standards and Stringent Regulations

The increasingly stringent and complex regulatory landscape in the global food flavor and fragrance market constitutes a significant market restraint, imposing substantial compliance requirements and market entry barriers, particularly impacting small-scale manufacturers and new market participants. The Food and Drug Administration (FDA)'s GRAS rule reform mandates manufacturers to submit comprehensive safety documentation before new ingredient introduction, eliminating provisions that previously permitted self-affirmation without public disclosure. These regulatory modifications provide competitive advantages to established companies with robust compliance infrastructure while creating significant operational challenges for startups lacking regulatory expertise. The International Fragrance Association's 51st Amendment, implementing 48 new ingredient restrictions, necessitates extensive supply chain modifications and product reformulations, resulting in prolonged development cycles and increased operational expenditure across the food flavors and fragrances industry value chain.

Other drivers and restraints analyzed in the detailed report include:

Product Innovation and New Flavor Launches
Growing Consumer Interest in Ethnic Flavors
Fluctuating Raw Material Price

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

Segment Analysis

The synthetic segment maintains a commanding 69.35% market share in 2025. This market dominance is attributed to established operational efficiencies, supply chain stability, and proven technical capabilities. Food and beverage manufacturers prioritize synthetic ingredients due to their cost-effectiveness, production scalability, and capacity to deliver standardized flavor and fragrance profiles. These characteristics position synthetic ingredients as fundamental components in industrial-scale food, beverage, and personal care manufacturing operations. The standardized chemical composition of synthetic ingredients facilitates adherence to international quality standards and food safety regulations.

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The natural alternatives segment demonstrates substantial market potential with a projected CAGR of 5.50% through 2031. This growth trajectory reflects evolving consumer preferences toward health-oriented and environmentally sustainable food products, particularly those featuring clean-label and plant-derived ingredients. Technological advancements in natural ingredient extraction and formulation processes have improved the economic feasibility of natural flavors and fragrances. Furthermore, enhanced regulatory oversight and corporate environmental commitments are compelling food manufacturers to implement natural ingredient reformulations.

The food flavors segment dominates the market with a 55.62% share in 2025 and is projected to maintain robust growth at a CAGR of 5.58% through 2031. This market position underscores the fundamental importance of flavors in food and beverage product development, where functional attributes increasingly determine consumer purchasing patterns. The segment's market expansion is attributed to the diversification of applications across functional foods and plant-based alternatives, where sophisticated flavor requirements necessitate advanced technical solutions commanding premium market valuations. The implementation of artificial intelligence technologies has substantially enhanced flavor development capabilities. For instance, in December 2024, Symrise unveiled Symvision AI, an advanced multi-source prediction system for flavors, ingredients, and claims, illustrating the application of computational methodologies in addressing complex flavor formulation challenges.

In the global food and beverage industry, fragrances serve as essential components that enhance product organoleptic properties and consumer experience. Market demand for fragrances is primarily driven by consumer requirements for differentiated sensory characteristics that incorporate both taste and aromatic elements. The proliferation of processed and convenience food products has necessitated that manufacturers implement strategic fragrance solutions to establish product differentiation and develop distinct market identities that generate sustained consumer engagement. Furthermore, the increasing emphasis on health and wellness has generated substantial demand for natural and organic food fragrances that comply with clean-label requirements and address health-conscious consumer preferences.

The Flavor and Fragrance Market is Segmented by Product Type (Flavors and Fragrances), Source (Natural, Synthetic, and Nature Identical), Application (Dairy, Bakery, Confectionery, Savory Snack, Meat, Beverage, and Other Applications), Form (Powder, Liquid, and Others), and Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Asia-Pacific holds 31.44% market share in 2025 and is projected to grow at 5.52% CAGR through 2031. This growth is attributed to urbanization, increasing disposable incomes, and consumer preferences for premium flavors that combine cultural elements with health benefits. Infrastructure development and streamlined regulations have reduced market entry barriers and expanded market access. The region's significance is evidenced by major facility investments, such as International Flavors & Fragrances Inc.'s ongoing renovation and expansion project at Shanghai Hongqiao Airport Business Park in China, announced in July 2024.

North America exhibits market stability supported by regulatory developments and technological progress, particularly in artificial intelligence-based flavor development and clean-label reformulations. The region's strong position in functional foods and plant-based alternatives creates demand for advanced flavor solutions that meet technical requirements and regulatory standards. The Food and Drug Administration (FDA) and Health Canada provide regulatory oversight, establishing clear guidelines for food safety, labeling, and new ingredient approval.

Europe maintains its position through sustainability initiatives and comprehensive regulations, exemplified by the European Food Safety Authority's assessment of 2,000 flavoring substances, which sets global safety benchmarks. The region emphasizes natural ingredients and environmental sustainability, advancing green chemistry and renewable resource utilization. Moreover,

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South America, and Middle East and Africa present growth opportunities driven by regional preferences and expanding middle-class populations, though they face challenges in infrastructure development and regulatory frameworks that affect international market access.

List of Companies Covered in this Report:

DSM-Firmenich AG International Flavors & Fragrances, Inc. Symrise AG Takasago International Corporation Givaudan S.A. Kerry Group plc BASF SE Robertet Group The Archer-Daniels-Midland Company Sensient Technologies Corporation Mane Kancor Ingredients Private Limited T. Hasegawa co., Ltd. Bell Flavors & Fragrances Corbion N.V. Flavorchem Corporation Carbery Group Limited Doehler Group SE Solvay SA Huabao Intl. Holdings Ltd. Ingredion Inc.

Additional Benefits:

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

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