

## **Natural Ingredients in Food and Beverages Market : Share, Trend, Supply, Demand, Growth, Opportunities, Analysis and Forecast**

*Natural Ingredients in Food and Beverages Market 2017 Global Analysis, Growth, Trends and Opportunities Research Report Forecasting to 2021*

Natural Ingredients in Food and Beverages Market 2017 Global Analysis, Growth, Trends and Opportunities Research Report Forecasting to 2021 Pune, India - January 11, 2017 /MarketersMedia/ -- WiseGuyReports.com adds "Natural Ingredients in Food and Beverages Market 2017 Global Analysis, Growth, Trends and Opportunities Research Report Forecasting" reports to its database.

In recent years, use of the term "natural" to describe products and ingredients has multiplied. This has led to difficulties, as new natural materials have been required to replace synthetic ingredients, with varying degrees of success. A lack of regulation also means there is uncertainty regarding what "natural" actually is. This report considers the difficulty of using natural claims and explores how specific ingredient categories have adapted to fit the natural trend.

Natural Ingredients in Food and Beverages: Defining the Next Move global briefing offers a comprehensive guide to the Ingredients market at an international level. It highlights the major drivers behind ingredient supply and demand, provides detailed analysis of the individual ingredient categories and the product categories they are used in. It also examines regional prospects, highlighting opportunities and challenges in ingredient usage.

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The huge desire for natural products shows no sign of abating, with consumers paying more attention to product labels and showing a preference for those that use natural ingredients. There is a clear mistrust of artificial additives and chemicals.

### **THERE IS NO SIMPLE WAY TO DEFINE "NATURAL"**

Manufacturers are currently able to use their own discretion when describing a product as natural. Consequently, there is no conclusive idea of what the term "natural" means and what it should and should not include. The lack of clear definition is causing confusion and harming the believability of natural claims.

### **CERTAIN INGREDIENTS FIT BETTER INTO THE NATURAL TREND THAN OTHERS**

Some ingredient types, such as polysaccharides and oligosaccharides, can comfortably integrate into the natural trend, as

several of the ingredients traditionally used are considered natural. For others, such as preservatives and antioxidants, breaking into the natural trend is difficult as there are few existing natural options and potential replacements cannot provide the same efficacy as their artificial predecessors.

### **R&D IS ENABLING NEW NATURAL SOLUTIONS TO BE FOUND**

Ingredient manufacturers are looking to overcome the difficulty in replacing artificial ingredients by developing new solutions with a basis in nature. This has led to new raw materials, such as stevia, being used in food products while others, including many botanicals are repurposed.

### **MANUFACTURERS FEEL A COMPULSION TO GO NATURAL**

As consumer demand has grown, numerous natural products have been released to take advantage. This has meant existing products have had to reformulate to keep up or else risk being shunned by consumers.

Product coverage: Abrasives/Inorganics, Acidulants, Antifoams, Antifungals, Antimicrobials, Antiperspirants, Bleach Precursors, Bleaching Agents, Botanicals, Carotenoids, Cocoa Liquor, Cocoa Powder, Colours, Commodities, Conditioning Agents (Skin, Hair, Fabric), Cultures, Emollients, Emulsifiers and Co-Emulsifiers, Enzyme stabilisers, Enzymes, Fats and Oils, Flavour Enhancers, Flavours, Flours, Fluorescers, Fragrances, Humectants, Insect Repellents, Insecticides, Lacquers, Milk, Minerals, Miscellaneous Ingredients, Modified Flour, pH Control/salts, Phytoestrogens, Polysaccharides and Oligosaccharides, Preservatives/Antioxidants, Propellants, Proteins, Raising Agents, Reducing Agents, Skin Benefit Agents, Skin Lighteners, Skin Tanning Agents, Solvents, Sunscreens, Surfactant Cleansers and Adjuvants, Sweeteners, Synthetic Polymers, Homopolymers and Copolymers, Thickeners/Structurants, Tooth Care, Vitamins and Derivatives, Water Softeners/Chelators.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Ingredients market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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