

Food Color Market is Expected to Grow at a CAGR of 8% by 2022

Global Food Color Market Information- by product type (Natural, Synthetic), by application (beverages, bakery & confectionary, dairy products, meat products, savory & snacks and others), by Form (liquid, gel, powder, paste), by Solubility (dyes, lakes) and by Region Food Color Forecast to 2022

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Market Overview:

Food Color is pigment, dye or substance that imparts color when it is added to food or beverages. Food color comes in various forms such as liquid, powder, gel and pastes. Food color are used in commercial food as well as in domestic cooking, it is used to make the food appealing, attractive and informative.

Market Forecast:

Global food color market is anticipated to be driven by the changing consumption pattern and rising disposable income. Consumer's perception is usually impacted by the appearance of the food, as it has been observed that, the color of the food often is source of the information. Color is generally added to the food to replace & restore color lost during the processing of food & beverage. Apart from that, increasing demand for health and wellness food is also positively influencing the sales of natural food color during the forecasted period. Clean label indicates that the food has been processed using natural food color and flavors. Moreover, consumers are also inclined to pay extra price for the clean labeled food and beverages. Technological innovation is considered to be one of the significant reason for rising the growth of the global food color market during the forecast period. These factors will play a key role in the growth of Food Color market at the CAGR of 8% during 2016-2022.

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Downstream Analysis:

Natural food color segment accounted for the largest market proportion in the global food color market in the year of 2016 and it is anticipated to retain its dominance throughout the forecast period. This is attributed by the increasing awareness of naturally obtained food color and the benefit of that natural food color. Beverages segment is likely to account maximum market proportion over the forecast period, as the beverages industry is driven by the massive demand of various juices, soft drinks and alcoholic drinks. Bakery & confectionary industry is also projected to grow at a highest CAGR during the forecasted period. Dyes segment is estimated to witness fastest growth during the forecast period. This is attributed by various applications of that particular segment such as dry mixes, dairy products, baked food etc.

Key Players of Food Color Market:

- o Chr. Hansen S/A (Denmark)
- o Archer Daniels Midland Company (U.S.)
- o Sensient Technology Corporation (U.S.)
- o D.D. Williamson & Co. Inc. (DDW) (U.S.)
- o Kalsec Inc. (U.S.)

- o Doehler Group (Germany)
- o FMC Corporation (U.S.).

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Market Segmentation:

Global Food Color market is segmented by product type, application, form, solubility and region.

Regional Analysis:

The global food color market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these North American region is expected to retain its dominance throughout the forecast period. The market is estimated to grow at an above average CAGR during the forecast period. This is attributed by the mounting growth of food industry in U.S. Also, the presence of key players in North America region is also anticipated to fuel the sales of food color in the North America region. However, Asia Pacific region is projected to register maximum CAGR over the forecast period. The growth is contributed by the higher level production in countries like Australia and New Zealand. Also, the food color industries in Asia Pacific region are experiencing a substantial growth over the past few years which in turn is positively driving the growth of food color in the Asia Pacific region. Increasing population in developing countries such as China, India coupled with the changing lifestyles of the consumer is anticipated to stimulate the overall food color market in Asia Pacific region during the forecast period.

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Contact Info: Name: Akash Anand Organization: Market Research Future Address: Hadapsar, Pune Phone: +1 646 845 9312 Source URL: <http://marketersmedia.com/food-color-market-is-expected-to-grow-at-a-cagr-of-8-by-2022/188930> For more information, please visit <https://www.marketresearchfuture.com/> Source: MarketersMediaRelease ID: 188930

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