

Global Natural Food Color Industry 2025-Naturex S.A., BASF SE, Symrise AG, DDW The Colour House

Pune, Mar 1, 2019 (IssueWire.com) - Food colouring, or colour additive, is any dye, pigment or substance that imparts colour when it is added to food or drink. They come in many forms consisting of liquids, powders, gels, and pastes. Food colouring is used both in commercial food production and in domestic cooking. Food colourants are also used in a variety of non-food applications including cosmetics, pharmaceuticals, home craft projects, and medical devices.

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Global Natural Food Color Industry was valued at USD 1.33 Billion in the year 2017. Global Natural Food Color Industry is further estimated to grow at a CAGR of 6.83% from 2019 to reach USD 2.28 Billion by the year 2025. North America region holds the highest Industry share in 2017 and also considered as the fastest growing Industry in the forecasted period. At a country level, developed Industries like the U.S. holds the highest Industry share in 2017 and it is projected to grow at a gradual pace in the coming years.

Major market players in Natural Food Color Industry are Naturex S.A., BASF SE, Symrise AG, DDW The Colour House, Chr. Hansen Holding A/S, Kalsec Inc., International Flavors & Fragrances Inc. IFF, FMC Corporation, Archer Daniels Midland Company, Doehler GmbH, Sensient Technologies Corporation, Roha Dyechem Pvt. Ltd. And 10 more companies detailed information is provided in the research report. Rising research and development expenses to address the changing demand of end users, similarly, growth strategies such as acquisition, merger, and expansion of the distribution network were few techniques adopted by most of the top players in the last 5 years.

AWOT Analysis of Natural Food Color Industry

Strength:

Obtained from plant-based and renewable sources

Usage of Biocolorant as antioxygen, antimicrobials to avoid diseases and disorders

Weakness:

The tedious & lengthy colour extraction process.

Higher processing cost than the synthetic dyes

Opportunities:

Increasing demand for natural product

Threats:

Threats from the substitute product

The low colour value, Unstable and Volatile extraction process

By Type

- Anthocyanins
- Carotenoids
- Caramel
- Copper Chlorophyllin
- Curcumin
- Others

By Application

- Dairy & Frozen Products
- Beverages

- Bakery
- Confectionery
- Meat products
- Others

By Region

North America

- USA
- Canada

Europe

- Germany
- U.K.
- France
- Italy
- Rest of Europe

APAC

- China
- India
- Japan
- Rest of Asia-Pacific

RoW

- Latin America
- Middle East & Africa

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