

Natural Food Color Ingredients Market is Expected to Grow at a CAGR over 7.79% post 2022

Global Natural Food Color Ingredients Market Analysis - by Ingredients Type (Cartenoids), Application (Beverages), Form, Solubility and Region -Forecast to 2022

PUNE, MAHARASHTRA, INDIA, May 29, 2017 /EINPresswire.com/ -- Market Research Future published a Cooked Research Report (CRR) on Global [Natural Food Color Ingredients Market](#) value which is estimated to grow at a CAGR of 7.79% by 2022.

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Market Overview



Major Key Players are Archer Daniels Midland Company (U.S.), Sensient Technology Corporation (U.S.), D.D. Williamson & Co. Inc. (DDW) (U.S.), Kalsec Inc. (U.S.), Doehler Group, FMC Corporation”

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Color defines the degree of quality and nutrient content of foods. It plays an important role in enhancing product appearance and make it appealing. Food coloring agents are used to augment the color loss during processing. Natural food color is any dye, pigment or any other substance obtained from vegetable, animal, mineral, or source capable of coloring food drug, cosmetic or any part of human body. Natural colors are sourced by natural and organic sources such as seeds, fruits, vegetables, algae and insect.

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Competitive Analysis-

This report includes a study of strategies used in the market, mergers and acquisitions in natural food color ingredients, multiple product launch by natural food color ingredients market players. It further includes product portfolios and developments of leading major players which includes

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

The market players have increased their level of investment in research to identify right formulation and to improve product functionality in order to capture lion's share and so as to

create brand recognition in natural food color ingredients market. Most of the companies operating in this market are focusing on expanding its operations across the geographies, augmenting its capabilities and investing in research and development to offer products with better functionality.

Market Forecast

The natural food color ingredient is added to a certain food to develop the quality of the products and influence the consumer purchasing decision. People's perception and connecting natural food color ingredients with taste has often been influenced by the product appearance playing the profound role in affecting the consumer psychology. Natural food color ingredients also determine the marketing strategies of manufacturers as consumers are sensitive to certain natural food color ingredients which defines their food choices. So, color is used as a vital ingredient by the food manufacturers to decorate and design the products properly according to the consumer demand.

These factors will play a key role in the growth of natural food color ingredients market at the CAGR of 7.79% during 2017-2022.

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 167 numbers of pages of the project report "Natural Food Color Ingredients Market - Forecast to 2022"

By Ingredients Analysis-

Carotenoids segment is estimated to retain its dominance throughout the forecast period and projected to account above 30% market share. However, spirulina segment is estimated to grow very fast as compare to the other segment. This is attributed by the new inventions of key players and the spirulina ingredient find application in various segment such as bakery & confectionery and both carbonated and non-carbonated beverages. Beverages segment is likely to dominate the market during the forecast period.

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Region Analysis

The global natural food color ingredients market is segmented into North America, Europe, Asia Pacific and Rest of the world. Among this Europe has the major market share followed by North America. 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 Germany, France, UK and other Western Europe countries. Also, the presence of key players in Europe region is also anticipated to fuel the sales of natural food color ingredients in that particular region.

However, Asia Pacific region is projected to register maximum CAGR during the forecast period. The growth is contributed by the higher level production in countries like Australia and New Zealand. Also, the food color industry in Asia Pacific region is experiencing a substantial growth in recent years which in turn will positively drive the growth of natural food color ingredients market in the Asia Pacific region. Increasing population in developing countries such as China and India, changing lifestyles & consumption pattern of the consumer is anticipated to stimulate the overall natural food color ingredients market in Asia Pacific region during the forecast period.

Market Segmentation-

Global natural food color ingredients market is segmented by ingredients, application, form, solubility and region

About Market Research Future:

At [Market Research Future \(MRFR\)](#), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR), and Market Research & Consulting Services.

MRFR team have supreme objective to provide the optimum quality market research and intelligence services to our clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help to answer all their most important questions.

In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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