

Global Vanillin Market Growth, Investments Opportunities, Trends and Forecasts (2017 - 2022)

Global Vanillin Market Size is expected to grow at 8% CAGR in coming 5 years due to high use in Food & Beverage Industry.

DALLAS, TEXAS, UNITED STATES, June 15, 2017 /EINPresswire.com/ -- Vanillin is extracted from the Vanilla Bean and is considered to be an organic compound. The [Global Vanillin Market](#) Size is expected to reach USD XX million by 2022 and register a CAGR of 8%.

Food & Beverage Industry Growth Expected to Drive the Vanillin Market

Vanillin is used in food & beverages, to enhance sweetness in food products such as chocolates, biscuits, candy, ice-creams and cakes. The growing demand for these food products, across the globe, is expected to boost the demand for vanillin. Further, the developing interest for vanillin in the bakery & confectionery industry and the extensive use as a flavoring agent are some of the factors projected to fuel the market growth.

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Vanillin can either be produced naturally or chemically synthesized. The synthetic vanillin market covers over 97% of the overall demand. The global synthetic vanillin market size was over USD 26,780 thousand in 2015. The natural vanillin, derived from orchid pods, represented less than 1% of the overall industry size and was over 60 tons, in 2015. The rising consciousness about health and regulatory norms, among consumers, to discourage synthetic products are anticipated to accelerate the bio vanillin market growth. However, the stringent government laws and environmental concerns, regarding the production of vanillin, through chemical methods, may hamper market growth.

Pharmaceuticals - High Potential Segment

There are two types of vanillin, namely ethyl and methyl. Ethyl vanillin is expensive and stronger than methyl vanillin. Further, the methyl vanillin has a mild flavor of vanilla planifolia, thus, used in vanilla flavored foods. This vanillin type serves as an important flavoring agent in the food industry for items such as ice-creams, chocolates and beverages. Further, to accommodate the high demand for vanillin, in the food and beverage industry, chemical synthesis process is used.

The food & beverages segment led the application category and was valued at USD XX million in 2016. The application is prone to upsurge as the food industry require flavor for different



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purposes, like, new product development, to add new product offering, and to change the quintessence of existing item. Apart from its application in the food industry, Vanillin is also used in the pharmaceutical industry. Vanillin's ability to mask the bitter taste in medicines will also play a significant role in increasing its penetration in the pharmaceutical sector. The fragrance industry is expected to be the second largest application segment. It is majorly used in perfumes.

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Asia-Pacific Leading at the Regional Front

The Global Vanillin Market is segmented into North America, South America, Europe, Asia-Pacific and Africa. In 2016, emerging regions like Asia-Pacific dominated the global vanillin market regarding market revenue. Moreover, Asia-Pacific is expected to expand at a substantial growth. Europe held the second largest share, followed by North America, owing to the increasing chemical and pharmaceutical units in the region. In addition, Brazil is expected to witness significant gains in vanillin market share, registering a CAGR of 9%. The Middle East, led by confectionaries and ice cream industry growth in GCC region, is expected to witness an above-average industry gain.

Competitive Landscape

The Leading Players in the Global Vanillin Market include Evolva Holding SA, Solvay SA, Borregaard, Jiaxing Zhonghua Chemical Industry Co., Ltd., Virginia Dare, Shanghai Xinjia, Watkins Natural Gourmet, Zibo Svolei, Liaoning Shixing, Synnova Chemicals and Prinova Group LLC.

In 2013, International Flavors & Fragrances partnered with Evolva Holding for the production of biotechnology-based vanillin. In 2016, Evolva Holding increased its production capacity that helped them to establish a strong global business presence.

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Investment Opportunity

The companies, such as Hagen Dazs and Nestle, are using natural vanillin in their products, due to the increasing awareness and health consciousness about synthetic-based food consumption. The limited supply of natural vanillin and growing consumer interest in natural ingredients have been driving the investments for natural vanillin market.

Our Global Vanillin Market Report covers:

- Market, trends & dynamics
- Latest News & developments
- Porter's five forces analysis
- Investment scope
- Deep-dive insights

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