

Food Colour 2009 - Opportunity, Driving Trends and deep study 2022

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Summary

Food color is a 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. The food color are majorly used to make food appealing for the consumer. The food color is added to a certain food in order to stimulate the loss of color during the processing period, so as to enhance the quality of the products and also to influence the consumer to purchase the products.

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Report Highlights

The global food color market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these, Europe region is expected to retain its dominance throughout the forecast period. 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 colored food industry in Asia Pacific region is experiencing a substantial growth over the past few years which in turn 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.

Key Players

The leading market players in the global Food Color market primarily are Chr. Hansen S/A (Denmark), Archer Daniels Midland Company (U.S.), Sensient Technology Corporation (U.S.).

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