

Global Natural Food Colours Market to reach US\$ 7.5 Bn by 2028

DUBAI, DUBAI, UNITED ARAB EMIRATES, January 6, 2022 /EINPresswire.com/ -- Future Market Insights' outlook on the [natural food colours market](#) studies the growth path of the global market over a 10 year period from 2018 to 2028. According to the report, growing consumer preferences for natural food colours over synthetic variants is anticipated to drive revenue growth in the coming decade. The study forecasts revenue from the sales of natural food colours to cross US\$ 7,500 Mn by the end of 2018 and reach a value in excess of US\$ 14,000 Mn towards the close of 2028. This translates to a CAGR of 6.5% in the next 10 years.

In addition, several studies have found out the ill effects of food colours has been inspiring numerous government authorities to introduce legislation for the best interest of consumers' health. As a result, the market for synthetic food colours is likely to be eventually captured by natural food colours. Numerous food products such as meat and savoury lose their appeal when cooked or grilled. As a result, the restaurant and food hubs use natural food colours in large quantities.

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Hectic schedules and dual working households have directed a shift towards takeaways and dine-outs. As a result, restaurateurs are striving to enhance the look of meat products to attract more diners. On the flip side, numerous roadblocks lay for the growth of the natural food colours market. Consumers face numerous challenges regarding the expensiveness of natural food colours, owing to the complex process of extraction. In some processes, it is difficult to yield high-quality natural food colours, while in some cases, some natural ingredients exhaust.

During the COVID-19 crisis, the prices of natural food prices are likely to rise, owing to economic instability. However, this rise in the price is likely to be there for the short term. During this period, the demand for natural food products is expected to decrease.

Beverages Mainstay for Natural Food Colours, while Packaged Food Closes in

The global food industry is becoming more consumer-centric and changing rapidly. As consumer needs and eating habits are increasingly evolving, food manufacturers are hard pressed to make decisions about which segments of consumers to serve and which new trends to prioritize. This

is according to Future Market Insights' Natural Food Colours Market Report that explores a distinct move towards natural ingredients, especially within food colours.

The natural food colours market is estimated to be valued at US\$ 7.7 Bn in 2019, and grow at relatively high pace as compared to synthetic colours market. In recent past, aversion of consumers towards synthetic and chemical-based products has been evident, and with it the demand for natural food colours is moving on an upward swing. This growth is attractive for market players primarily focused on natural sources of colours, while synthetic colour manufacturers are struggling to switch and fulfil the newer demands.

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Growing Health Awareness and Increasing Consumer Demands for Clean Label Food Products Boosting Sales of Natural Food Colours

Over the years, there has been a steady rise in demand for clean label food and beverage products, especially in the infant / children food products category. This has resulted in the launch of clean label F&B products across the globe. This factor is fuelling global demand for natural food colours used to manufacture these products. Consumers are becoming increasingly aware of the ill effects of consuming synthetic raw materials such as food colours, used in the production of various types of food and beverage products. Consumers are particular about verifying food labels and ingredient compositions, and there is rising preference for natural, organic, and non-GMO products. As a result, the adoption of natural food colours has witnessed a sharp rise in the last few years.

Increasing Government Approvals for Natural Food Colours Acting in Favour of Market Revenue Growth

In the wake of a growing number of petitions by manufacturers of natural colours for the use of natural food colours in their products, governments of various countries have undertaken initiatives to promote natural colour pigments. Governments are also imposing stringent rules and regulations pertaining to the use of clean label and eco-friendly food and beverage products. This is further augmenting growth of the natural food colours market as manufacturers of food and beverage products are increasingly adopting natural food colours in their formulations.

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Competitive Landscape

Some of the leading companies offering natural food colours are Sensient Technologies Corporation, Archer Daniels Midland, Naturex S.A., Döhler GmbH, Symrise AG, Chr. Hansen Holding A/S, McCormick & Company, Kalsec Inc., DDW The Color House Corporation, ROHA Dyechem Pvt. Ltd. (JJT Group), Aakash Chemicals and Dyestuffs, AFIS (Australian Food Ingredient

Suppliers), San-Ei Gen F.F.I Inc., GNT International B.V (EXBERRY), Adama Agricultural Solutions Ltd. (LycoRed)

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Contact Us:

Future Market Insights

Unit No: AU-01-H Gold Tower (AU), Plot No: JLT-PH1-I3A,

Jumeirah Lakes Towers, Dubai,

United Arab Emirates

For Sales Enquiries: sales@futuremarketinsights.com

For Media Enquiries: press@futuremarketinsights.com

Website: <https://www.futuremarketinsights.com>

Debashish Roy

Future Market Insights

+1 8455795705

[email us here](#)

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