

Food Authenticity Market Hits \$10 Billion Projection: Global Opportunity Analysis and Industry Forecast Period 2021-2030

WILMINGTON, NEW CASTLE, DELAWARE 19801 USA, UNITED STATES, May 7, 2024 /EINPresswire.com/ --

According to a new report published by Allied Market Research, titled, "[Food Authenticity Market](#) by Target testing, Technology, and Food Tested: Global Opportunity Analysis and Industry Forecast, 2021–2030," the [global food authenticity market size](#) was valued at \$5.3 billion in 2017, and is estimated to reach \$10.0 billion by 2030, registering a CAGR of 6.9 % from 2021 to 2030. In 2017, the (PCR) polymerase chain reaction technology segment accounted for more than one-third share of the total food authenticity market.



Food Authenticity Market

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Food fraud is committed when food is deliberately altered for financial gains with the intention of deceiving consumers or customers. The food standards agency (FSA) specifies two main target testing of food frauds, namely sale of food that is unfit and potentially harmful, and deliberate mis-description of food. In the recent times, food authenticity testing is not just a tool to identify gross substitution such as whisky, horsemeat, or olive oil, it is now quite possible to differentiate between Welsh or Scottish lamb, farmed or wild salmon, and pure or sweetened fruit juice. Food authenticity testing is not only used in identification of gross substitution in whisky, horsemeat, or olive oil but also is used to differentiate between Welsh or Scottish lamb, farmed or wild salmon, and pure or sweetened fruit juice.

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Increased economically motivated adulterations (EMA) due to high competition and rise in incidence of food frauds globally are the prime factors that boost the growth of the market in the near future.”

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authenticity market. However, lack of food control infrastructure in the developing countries and complexity in testing techniques restrain the market growth. On the other hand, rapid growth in international trade and technological advancements such as development of test kits for onsite testing create new opportunities in the coming years.

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In 2017, the processed food segment was the leading

revenue contributor to the global food authenticity market. The processed food segment includes numerous processed products, such as infant formula, packaged food, wine, bakery & confectionery, and other processed food products; hence, there are large chances for food frauds.

Based on region, Europe, followed by North America, contributed to the highest market share in 2020, accounting for more than two-fifths of the global food authenticity market, and is expected to maintain its lead position during the forecast period. This is due to surge in food fraud or adulteration activities and sophistication of fraudulent activities along with development of considerable array of methods and techniques to overcome food fraud and enhance consumer protection. However, Asia-Pacific is expected to portray the largest CAGR of 8.9% from 2021 to 2030. This is attributed to several issues related with food e-commerce, particularly in between businesses and consumers, and highly exposed fraud cases in the region.

Key players in the market:

- Archer Daniels Midland Company
- BASF SE
- Cargill, Inc.
- Danone
- DuPont de Nemours, Inc.
- General Mills Inc.
- Koninklijke DSM N.V.
- Nestle S.A.
- PepsiCo, Inc.
- Yakult Honsha Co., Ltd.

[analysis-market-to-cross-8-2-bn-by-2031](#)

☐Coffee franchise Market- <https://www.openpr.com/news/3484864/coffee-franchise-market-to-reach-200-3-billion-by-2031-at-8-3>

☐Birch Water Market- <https://www.einpresswire.com/article/709214863/birch-water-market-to-hit-2-4-bn-by-2031-grows-at-a-cagr-of-7-2>

☐Baked Chips Market- <https://www.einpresswire.com/article/709196007/baked-chips-market-hits-10-9-bn-by-2031-detailed-analysis-of-market-trends-market-size-drivers-opportunities>

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Pawan Kumar, the ☐CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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