

Europe Natural Food Additives Market Size to Worth Around USD 56.64 Bn by 2031 | Kiru Millet, Orgtree

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BURLINGAME, CALIFORNIA, UNITED STATES, August 28, 2024 /EINPresswire.com/ -- Market Overview:

Europe natural food additives market was valued at US\$ 9595.0 Million in 2021, in terms of revenue, exhibiting a CAGR of 6.18 % during the forecast period (2022 to 2030).

Market Dynamics:

The Europe natural food additives market is expected to witness significant growth over the forecast period owing to two key drivers. Firstly, the rising health consciousness among consumers has increased the demand for natural and organic food products. Consumers are increasingly preferring food with clean labels and without artificial preservatives, colors, flavors, and other additives. Secondly, the stringent regulations regarding the use of synthetic additives in the EU have promoted the use of natural variants. The ban on synthetic colors, flavors, and preservatives due to health concerns will escalate the adoption of natural food additives. The innovation in extraction technologies has enhanced the functionality and stability of natural additives.



Europe Natural Food Additives Market

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Rising Health Awareness among European Consumers

Europeans are becoming increasingly health-conscious and seeking out natural and organic alternatives in their diets and lifestyles. This is evidenced by the rising sales of dietary supplements and functional food products in recent years across Europe. Consumers are prioritizing long-term wellbeing over short-term pleasures and looking to avoid synthetic or artificial ingredients which are commonly found in processed foods. Natural food additives cater directly to this demand by promising clean-label formulations with ingredients sources from nature. Their perceived benefits of being healthier and more wholesome than synthetic options make them attractive to European shoppers.

Stringent Regulations on Synthetic Food Additives

The European Union has some of the strictest regulations globally when it comes to approving food additives for use. Synthetic options have to undergo rigorous safety testing and clinical trials before receiving authorization. However, natural extracts and plant-derived substances face less regulatory hurdles. This gives natural food additives a significant competitive advantage over synthetic ones in the EU market. With rules expected to become even more stringent over the coming years to ensure food safety, natural variants will consolidate their preferred status amongst manufacturers formulating products for the European market.

Volatility in Supply Chain due to Geopolitical Risks

Europe is heavily dependent on imports to meet its demand for various raw materials used in food additives due to lack of domestic cultivation. However, global disruptions such as COVID-19 pandemic, political conflicts and climate change have highlighted the risks of this reliance on international supply chains. The ongoing Russia-Ukraine crisis too is impacting critical imports like sunflower oil. This raises concerns over security of supplies and price volatility. Using locally grown botanical plants and natural extracts as alternatives can provide EU companies greater production flexibility and insulation from external market uncertainties.

Growing Ethical Consumerism Trend in Europe

European shoppers, especially Millennials and Gen Z, are increasingly factoring in corporate ethical practices and sustainability commitments while making purchasing decisions. There is a strong preference for brands that are transparent about sourcing and prioritize environmental protection. Natural food additives produced from agricultural waste or through regeneration methods align well with these ethos. Highlighting eco-friendly production processes and supporting local communities can help win favor with ethically-conscious consumers. This consumer segment will become vitally important as it dominates spending in the coming years, making ethics an indispensable market driver.

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- Orgtree
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- Millet Amma
- Kaulige Foods
- e-Millet
- Tru Millet
- Ratham Exports
- Arvees India
- NaNee's
- Nutraahaar
- Shanti Food Chem Private Limited

Market Segmentation:

By Product Type:

- By Type: Namkeen, Noodles, Chips, Bakery Snacks, and Others
- By Distribution Channels: Online and Offline (Sub channel, Hypermarket and Supermarket, Specialty Stores, Convenience Stores, Departmental Stores, and Others)

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Key Inquiries Addressed in this Report include:

- What was the size of the Europe Natural Food Additives Market in 2024, and what is the projected value by 2031?
- What is the present global market landscape for the Europe Natural Food Additives Market?
- What strategies offer optimal opportunities for growth maximization in the business?

- What recent trends are shaping the Europe Natural Food Additives Market?
- How does the market share of Europe Natural Food Additives Market revenue, sales, and size vary across specific geographical regions?
- Who are the prominent industry players in the Europe Natural Food Additives Market?
- Which segment of the Europe Natural Food Additives Market is experiencing heightened demand?

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Europe Natural Food Additives sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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Priya Pandey is a dynamic and passionate editor with over three years of expertise in content editing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes editing documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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