

Global Anthocyanin Food Colors Market Set to Surge to USD 38.62 Billion by 2033 | Astute Analytica

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[/EINPresswire.com/](https://www.einpresswire.com/) -- The global [anthocyanin food colors market](#) is on a robust growth trajectory, with its valuation expected to rise from [USD 10.5 billion in 2023](#) to an impressive [USD 38.62 billion by 2033](#), reflecting a steady [CAGR of 10.5%](#) over the forecast period.

For more information, visit <https://www.astuteanalytica.com/request-sample/anthocyanin-food-colors-market>



Anthocyanins, naturally occurring pigments found in plants, are gaining traction in the food and beverage industry due to their vibrant hues and potential health benefits. With growing consumer demand for natural and clean-label products, anthocyanin-based food colors are increasingly preferred over synthetic alternatives.

Key market drivers include:

1. [Rising demand for natural and clean-label products](#): Consumers are increasingly seeking natural and clean-label products, driving the demand for natural food colors like anthocyanins.

Anthocyanin-based colors are gaining robust acceptance within functional beverages, as product developers strive to align with consumer expectations for unique flavors and natural coloration. In 2023, North American beverage producers introduced 16 new fruit-infused energy drinks utilizing anthocyanins to capture a visually appealing, health-oriented niche. These introductions spurred collaborative efforts, with at least five beverage formulation labs testing black carrot extracts for pH-resistant luminous shades. Additionally, major beverage manufacturers worked closely with botanical suppliers, and one such partnership documented 14 pilot-scale trials designed to optimize anthocyanin's light stability during prolonged shelf displays. The functional beverage category is also witnessing tie-ups between sports nutrition brands and anthocyanin suppliers, leading to the release of seven new recovery drinks featuring berry-derived colorants.

as of early 2023.

The growing focus on holistic well-being has further cemented anthocyanins as a prime solution for visual differentiation and label-friendly positioning. Market analysis of the anthocyanin food colors market identified eight specialized co-manufacturing facilities dedicated to formulating anthocyanin-based beverage solutions, thereby easing production constraints for emerging brands. To expand consumer reach, a leading beverage conglomerate launched three anthocyanin-driven “beauty drinks” designed to support skin health, underscoring the ingredient’s functional halo. This convergence of health benefits and aesthetic vitality attracted at least two global research institutes to perfect microencapsulation techniques that could preserve color intensity in various beverage formats. As beverage categories proliferate—ranging from probiotic seltzers to plant-based energy shots—anthocyanins prove adaptable and enticing to a sizeable audience. With ongoing innovations in extraction and application, the functional beverage domain is expected to remain a pivotal growth avenue for anthocyanin colors.

For more information, visit our website:-

<https://www.astuteanalytica.com/industry-report/anthocyanin-food-colors-market>

Key players in the market include:

- Sensient Technologies Corporation
- Archer Daniels Midland Company (ADM)
- Chr. Hansen Holding A/S
- Naturex S.A. (Givaudan)
- DSM Nutritional Products
- Naturex
- Tate & Lyle PLC, Kemin Industries, Inc.
- Plant Lipids, Lycored Ltd.
- GNT Group (EXBERRY)
- BioconColors
- Other Prominent Players

Key anthocyanin pigments include:

• Anthocyanins

- Cyanidin
- Delphinidin
- Malvidin
- Peonidin
- Petunidin
- Others

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- Powder
- Extract
- Liquid

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- Fruits
- Grapes
- Blueberries
- Cherries
- Blackberries
- Raspberries
- Others
- Vegetables
- Red Cabbage
- Purple Sweet Potatoes
- Eggplant
- Others
- Flowers
- Hibiscus
- Petunias
- Others

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- Food & Beverages
- Confectionery
- Candies
- Gums
- Dairy Products
- Ice Cream
- Yogurt
- Beverages
- Juices
- Alcoholic Beverages
- Sauces & Dressings
- Bakery Products
- Others
- Pharmaceuticals
- Cosmetics & Personal Care

- Animal Feed
- Others

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- Direct Sales
- Distributors and Suppliers
- Online Sales

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- North America
- The U.S.
- Canada
- Mexico
- Europe
- Western Europe
- The UK
- Germany
- France
- Italy
- Spain
- Rest of Western Europe
- Eastern Europe
- Poland
- Russia
- Rest of Eastern Europe
- Asia Pacific
- China
- India
- Japan
- Australia & New Zealand
- South Korea
- ASEAN
- Rest of Asia Pacific
- Middle East & Africa
- Saudi Arabia
- South Africa
- UAE
- Rest of MEA
- South America
- Argentina
- Brazil

- Rest of South America

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