

Chicken Flavor Market to Exhibit a Remarkable CAGR of 5.6% from 2019 to 2026

Increase in demand for RTE meal and fast foods, rise in technological strides, and surge in income levels fuel the growth of the global chicken flavor market.

WILMINGTON, DE, UNITED STATES, August 6, 2025 /EINPresswire.com/ -- [Chicken flavor market size](#) was estimated at \$629.26 million in 2018 and is expected to hit \$1.01 billion by 2026, registering a CAGR of 5.6% from 2019 to 2026.

Surge in demand for RTE meal and fast foods, increase in technological strides, and rise in income levels drive the growth of the global chicken flavor market. On the other hand, increase in side effects of artificial flavors, strict government regulations, and rise in health awareness among consumers curb the growth to some extent. However, development in the unpenetrated and under penetrated countries is expected to usher in an array of opportunities in the near future.

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Chicken flavor companies are adopting innovative techniques, which enhance the taste of food. In addition, manufacturers are focusing on aggressive and social marketing of Chicken flavor and their products, which boosts the growth of the market. The adoption of advanced technologies such as solid-liquid extraction (SLE), supercritical carbon dioxide extraction, supercritical fluid extraction, and others for manufacturing food flavors supplement the growth of the market.

The food industry has been evolving in terms of innovations and demand. Manufacturers focus on key innovations that cater to the requirements of their target consumers. Furthermore, increase in awareness toward health and wellness has been witnessed among people residing in developed as well as developing countries. The opportunities in the emerged economies are huge, as they are untapped. Non-member nations of the Organization for Economic Co-



operation and Development (OECD) comprise more than 80% of the global population; yet consume less than 60% of world's food consumption. The emerging economies constitute a population of more than 60% of today's global population of the middle class by 2020. Considering the pace of change, in China, around 3 million households had a disposable income of around \$10,000 in 2,000, which increased to 60 million in 2012. This number is expected to exceed to 230 million by 2020. Thus, rise in demand from developing economies significantly drives the chicken flavor market growth.

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The growth in value sales for chicken flavor is attributable to surge in demand for quick service restaurants, and fast food chains, which facilitate better taste. Thus, increase in willingness of customers for different tastes in food industry is expected to fuel the chicken flavor market demand.

There has been an increase in number of users in various social media sites with rise in internet penetration. Taking this into consideration, most of the key players in the chicken flavor market strategize on promoting their products on these social media platforms. Thus, through social media marketing strategy, chicken flavor market opportunity in gaining traction mainly in the B2C segment.

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Based on region, North America contributed to more than two-fifths of the global [chicken flavor industry](#) share in 2018, and is anticipated to maintain the lion's share throughout the forecast period. Awareness among food lovers about the availability of various chicken flavors in the market has spurred the growth. At the same time, the Asia-Pacific region would showcase the fastest CAGR of 7.5% till 2026. Rise in concern among consumers about the long-term health effects of artificial ingredients and additives in food products has increased the demand for natural and healthy ingredients in food products, which majorly drives the flavor's demand in the region.

Leading market players-

Koninklijke DSM N.V.

Innova

Cargill

Kerry Group plc

BASF

Symrise

Trailtopia Adventure Food

International Flavors & Fragrances Inc.

Givaudan
Sensient Technologies Corporation

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