India Natural Food Colour Market - Industry Size, Share, Trends, Analysis and Forecasts upto 2027

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Format: pdf
Code: ENI322
Pages: 116
Price: Rs.45000**US$** 1200
Publisher: NIIR PROJECT CONSULTANCY SERVICES
Usually ships within **4** days

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India Natural Food Market, By Form (Liquid and Powder), By Color (Green, Red, Orange, Blue Yellow, and Others), By Application (Bakery & confectionary, Beverages, Dairy, Process Food & Vegetables, and Others) and By Region (North India, South India, West India, and East India)-Growth Rate, Covid-19 Impact, Economic Impact, Size, Share, Trend, Drivers, Competitive Landscape, Opportunity, Limitations, Technological Landscape, Regulatory Framework, PESTEL Analysis, PORTER's Analysis.

India Natural Food Market Overview:

Natural food colors come from various materials, including herbs, seeds, plants, minerals, and other natural sources that are edible. When introduced to food or water, they impart color. Items derived from food and other edible raw source materials obtained by physical and chemical extraction resulting in the selective extraction of pigments with the nutritional or aromatic elements are natural food colors. They are available in various ways, including oils, powders, gels, and pastes. Food coloring is used both in the processing of commercial foods and in domestic cooking.

India Natural Food Market Insights

India's natural food color market is projected to have a USD 74.09 million market size in 2019. It is expected to reach USD 92.96 million by 2027, growing at a CAGR of 3.90% 2020-2027 across the region. It is attributed to the rising population coupled with the mounting awareness among the consumers towards health, which is predicted to boost the market. Individuals are becoming conscious of synthetic food colors' adverse health effects, which led to driving the demand for natural food colors. Artificial food colors make food appear more enticing. The interest of consumers, especially children, is attracted by brightly colored foods. The risk of attention-deficit/ hyperactivity disorder is with children fed processed food-flavored eatables. In children who eat larger concentrations of artificial food colors, these behavioral alterations are more familiar.

However, the cost of natural food colors is high compared to synthetic food colors is predicted to hinder the market's growth over the forecasted period by 2027.

Growth Driver

Mounting Concerns Regarding the Adverse Impact of Synthetic Colors

The rising concerns towards the adverse impact of synthetic colors are projected to boost the Indian natural food colors market over the forecasted period of 2020-2027 at a significant rate. As companies continue to lure customers with enticing food coloring, food coloring continues to be in demand in the industry. As consumers continue to focus their judgment on food coloring, food coloring plays a critical role in the F&B industry. While synthetic colors continue to be in use, the correlation of multiple health issues with the intake of synthetic food coloring has arisen, leading to the quality of the additives challenged by consumers, which is expected to drive the Indian market.

Furthermore, synthetic colors (Blue 1, Blue 2, Green 3, Red 40, Yellow 5, and Yellow 6) have been reported by the Food and Drug Administration (FDA) to show signs of cancer in lab animals. It was discovered that artificial shades, including yellow 5, yellow 6, and red 40, produce carcinogens. In soft drinks, caffeine is commonly used as a colorant and can cause heart palpitations and heart defects. Thus, the rising concerns towards the adverse impact of synthetic colors are estimated to boost the Indian market at a considerable rate.

Increasing consumer awareness for clean-label products

The increasing consumer awareness of the clean label products is estimated to drive the market during the forecasted period of 2020-2027 at a considerable rate. Demand for food with a natural and clean label is growing across India due to increasing hygiene consciousness, increasing customer purchasing capacity, and rising food adulteration instances. In addition, the concerns regarding food safety caused by toxic food pollution and the harmful effects of industrial pesticides have led to a growing number of customers seeking clean label products, which is projected to boost the Indian natural food colors market.

Furthermore, the country's population tends to focus on improving their health and well-being, driving the trend's growing success. A thorough increase in the number of government programs supporting health and well-being is projected to boost the demand for natural food colors. A rise in the global population's real disposable income is anticipated to improve organic products' appetite for using natural ingredients.

COVID-19 Impacts Insights

In the new COVID-19, consumer shopping patterns and preferences change; some producers see consumers increase demand for certain products, while other producers are due to overcapacity and had to sell the product. The pandemic has greatly stimulated the organic food market. The uncertainty of the epidemic will also affect everyone in the entire supply chain from the planting end to the retail end. During the global pandemic of the COVID-19, organic food sales have seen a substantial increase, with individual growth figures even exceeding 40%. In India, the online organic food retailer sales in March increased by 30%.

The market landscape of clean label ingredients sees a surge in investments on the launch of clean label products. The use of natural colors such as the extraction of brown colors from rice is surging the demand for clean label ingredients in the processed food industry. Similarly, manufacturers are extracting and using organic orange color from carrot and pumpkin extracts.

Although the increasing demand is good news for organic food retailers, the pandemic has brought problems to the global supply chain. Natural Colored food is becoming more and more popular because it symbolizes naturalness and health, and consumers have higher and higher requirements for its variety and quality.

Form Segmental Analysis

Based on Form, the India region is segmented into Liquid and Powder. The liquid segment is dominating the market during the forecasted period of 2020-2027 due to its growing demand for enhanced viscosity, mouthfeel, product consistency, texture, shelf life, good taste, and visual appearance during food and beverage processing, which is projected to accelerate the market at a significant rate. Additionally, liquid coloring produces the softest level of color as compared to the powder segment. The propelling acceptance with high microbial stability property is estimated to drive the market.

Color Segmental Analysis

Based on Color, India natural food color market is segmented into Green, Red, Orange, Blue, Yellow, and Others. The Red color segment dominates the market during the forecasted period of 2020-2027 due to its use in numerous recipes compared to other colors. Fruits, vegetables, and spices have heavy coloring that makes them ideal for homemade food coloring. It is not as concentrated as most colors, so it uses more. It works best for dying icing and frosting.

However, the green color segment is estimated to have the fastest growth rate during the forecasted period by 2027. This is attributed to the rising demand for green color appearance drinks and beverages such as Khus Sharbat / Green Spring Mocktail, Mung Bean Cake, etc.

Application Segmental Analysis

Based on the Application, the India region is segmented into Bakery & confectionary, Beverages, Dairy, Process Food & Vegetables, and Others. The Beverages segment is projected to hold the largest share during the forecasted period of 2020-2027 across the country. This is attributed to the rising demand for juices, soft drinks, and alcoholic drinks, which are estimated to propel the natural food color market at a considerable rate. In addition, 1.25 billion people in the country consume 5.9 billion liters of soft drinks a year. It makes India's per capita consumption of soft drinks high, but only 1/20th of that of the US, 1/10th of Kuwait, one-eighth of Thailand and the Philippines, and one-third of Malaysia, which is estimated to boost the market.

Region Segmental Analysis

Based on Geography, the India Natural Food Market segmented into North India, South India, West India, and East India. North India’s natural food color market is projected to have the fastest growth rate over the forecasted period of 2020-2027 across the country. This is attributed to the rising food color usage in processed food, bakery & Confectionaries, and beverages industry, which is estimated to drive the market. Natural food colors are used to improve the color and taste of processed or cooked food. It contains zero toxic-level natural

extracts that are environmentally friendly. Natural food colors enhance the quality of food.

Competitor Analysis

Companies such as Chr. Hansen Holding A / S, D.D. Williamson, Döhler, Kalsec Inc, Kancor, ADM, DowDuPont, Sensient Technologies, DDW, and other prominent players are the key players in the India Natural Food Market.

Key Stakeholders

- ü Market research and consulting firms
- ü Industry associations
- ü India Natural Food manufacturing firm
- ü Research organizations and consulting companies
- ü Organizations, associations, and alliances related to Natural Food
- ü Regulatory bodies
- ü Suppliers
- ü Retailers

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Thu, 19 Nov 2026 14:13:26 +0000