Business Review

Yeast Extracts, HVP/HAP, and Natural Flavors: A Critical Assessment

GLOBAL – 2024 - 2029

INTRODUCTION

The global flavor industry is experiencing significant shifts, driven by strategic moves that are reshaping the landscape. A recent collaboration between Exter and Lallemand reflects ongoing efforts to explore new culinary flavor technologies, aiming to enhance taste experiences for consumers. Simultaneously, the recent sale of dsm-firmenich's yeast extract business to Lesaffre has set the stage for further market evolution. Lesaffre's acquisition of a majority stake in Biorigin significantly strengthens its savory ingredients portfolio, underscoring its commitment to innovation and sustainability in flavor solutions. These developments position Lesaffre as a formidable market leader, although this is counterbalanced by the rapidly expanding Angel Yeast in China, which is making significant inroads to global markets traditionally supplied by European producers. Other key players are assessing how to position themselves within this new market structure. Hydrolysed vegetable protein (HVP) is currently under a supply crunch as production stagnates, and key savory players, such as Exter and Lallemand forge strategic alliances. On the demand side the market is witnessing rapid reformulation efforts as YE and HVP compete with each other, other yeast ingredients (DIY/YA), MSG/nucleotides, and increasingly, with natural flavors, such as TasteNrich (CJ Cheiljedang) and New Namino (Daesang). This comprehensive study explores all current and anticipated market impactors, and assesses how these will shape the sector into the future.

OBJECTIVES

To identify supply, demand, forecasts, and trends for YE, HVP, HAP, and natural flavors in each key country/region. This comprises the following sub-objectives:

- Evaluate current (2024) market size (volume, value) for YE, HVP, HAP, and natural flavors, and derive forecasts of market volume to 2029 by country/region
- Assess the impact of events on food markets in each region, which will influence positively or negatively demand for YE, HVP, HAP, natural flavors, and their competitors
- Provide producer profiles of YE, HVP, HAP, and natural flavors manufacturers by country/region, including product portfolio and product production locations, in so far as possible
- Present legislation for YE, HVP, HAP, and natural flavors by country/region
- Understand indicative pricing by country/region, ingredient type, format, and source
- Obtain insights from end-users on current use of YE, HVP, HAP, and natural flavors, challenges, pitfalls, competitor ingredients (such as DIY, YA, MSG, nucleotides), and reformulation efforts
- Present a comprehensive analysis of the changing markets for YE, HVP, HAP, and natural flavors, with strategic advice and recommendations

PRODUCTS

Yeast Extract (YE)*: standard YE; high glutamic acid YE (10-14%, 15-20%, +20%); high nucleotide YE (6-12%, 13-18%, +18%); high glutathione YE (*c.* 8%); Hydrolysed Vegetable Protein (HVP); Hydrolysed Animal Protein (HAP); natural flavors (e.g. TasteNrich, New Namino, etc.)

*YE split by source (baker's, brewers', torula) and format (powder, paste, liquid)

NB. Qualitative information on competitor ingredients, including Dried Inactive Yeast (DIY), Yeast Autolysate (YA), MSG, nucleotides, etc., will be discussed with end-users, and presented in the study

SECTORS

Soups, Bouillon/stock, Sauces/gravies, Dehydrated noodles, Snack seasonings, Meat seasonings, Other seasonings (marinades, rubs, etc.), Meat analogs, Dairy alternatives, Egg alternatives/others, Pet food, Animal feed, Fermentation, Process flavors

Food service demand will be accounted for within the relevant end-use sectors

MARKETS

North America (USA, Canada), Latin America (including Mexico), Europe (EU27, UK, NO, CH), Africa (Egypt, Nigeria, South Africa), Middle East (UAE, KSA), China, India, Indonesia, Thailand, Philippines, Vietnam, Japan, ROW (Eastern Europe, Australia/New Zealand, Other Asia, Other Africa)

TIMESCALE

Current demand: 2024; Forecast demand: 2029

SUBSCRIPTION

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For more info, contact

GIRACT
24, Pré-Colomb
1290 Versoix/Geneva
Switzerland

Graham Robinson, PhD
Tel: +41 22 779 0500
info@giract.com
www.giract.com