Global Cinnamic Aldehyde Market Information: by Nature (nature and synthetic), Application (fragrance, flavor, insecticides, household, and animal feed), by End Use (food & beverages, cosmetics & personal care, healthcare), by Region: Forecast till 2023

Cinnamic Aldehyde is also known as cinnamaldehyde, an organic compound occurring naturally in the bark of cinnamon trees and other species of cinnamon such as camphor and cassia. It can be produced naturally by forming reaction between benzaldehyde such as isovanillin and acetaldehyde. Cinnamaldehyde is mainly used as flavor and fragrance agent in the food & beverage and cosmetics & personal care industries.

Cinnamic aldehyde is widely preferred in the households as a flavoring agent. The product demand is majorly influenced by the rapidly growing food and beverage industry across the regions. Escalating demand for the packaged food and beverages from the working population owing to convenience and long shelf life is uplifting the market growth. Prevalence of many online food delivery applications such as Zomato and Food Panda in India are likely to boost the product demand further.

Rapidly expanding cosmetics & personal care industry with growing appearance consciousness among the consumers coupled with rising per capita disposable income is driving the cinnamic aldehyde growth globally. The product consumption is increasing in personal care products due to surging demand for detergents, shampoo, deodorants, and cleansers with different specifications.

Growing demand for organic agricultural activities with escalating demand for nutritious food products among health-conscious consumer is influencing the market growth. Moreover, the product use is increasing in oral care and heart diseases due to anti-bacterial and anti-diabetic properties.

In 2017, Emerald Performance Materials, a key player which focus on toluene oxidation chemistry, completed operational expansion project worth USD 40 million at its site located in the Netherlands. This project will increase the company’s global capabilities and capacity for its cinnamic aldehyde products among others.

Global Cinnamic Aldehyde Market share, by the application (%)
Regional Analysis

The Asia Pacific is the fastest growing region in the cinnamic aldehyde market with the growing demand for nutrition-rich beverages for improved health. Growing food and beverages industry as a result of rising influence of western eating habits among the consumers in the developing economies is propelling the market growth. Expanding cosmetics & personal care industry with increasing spending on cosmetic products by the consumers for their grooming is fuelling the product demand. Increasing investment in the production of crops and other agricultural products coupled with expanding population is driving the market growth.

North America is another prominent region in the cinnamic aldehyde market as a result of surging demand for the packaged food and beverages. The product consumption is increasing in beverages due to increasing demand for health and energy drinks. Moreover, growing use of cinnamic aldehyde in the agriculture industry, especially in the U.S. is propelling the market growth.

Europe is likely to witness a significant growth during the review period with increasing consumption of packaged food products and beverages due to convenience. Additionally, increasing spending on the healthcare industry due to rising aging population is stimulating the product demand.

Latin America region is expected to exhibit a considerable growth with respect to change in consumption patterns and increasing demand for the packaged food and beverages. Additionally, the presence of luxury brands in Brazil such as Natura Cosméticos and Avon among others are driving the market growth in this region.

The Middle East and Africa are likely to witness a moderate growth during the review period with growing demand for packaged food products and increasing spending on the cosmetics & personal care products.

Segmentation

The global cinnamic aldehyde market is segmented into nature, application, end use industry, and region.

On the basis of the nature, the market is segregated into organic and synthetic.

Based on the application, the market is segmented into fragrance, flavor, insecticides, anti-microbial, anti-cancer, oral care, animal feed, and others.

Based on the end use industry, the market is divided into household, food & beverages, cosmetic & personal care, agriculture, healthcare, and others.

Based on the region, the market is segregated into North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa.

Key Players

Some of the key players in the global cinnamic aldehyde market are Emerald Performance Materials (U.S.), Finoric (U.S.), Jayshree Aromatics Pvt Ltd (India), Kao Corporation (U.S.), LANXESS (Germany), Muby Chemicals (India), Payan Bertrand S.A. (France), Yingcheng Wuhan Organic Material Co., Ltd (China), Graham Chemical (U.S.), and Merck KGaA, Sigma-Aldrich (Germany).

Intended Audience

- Cinnamic aldehyde manufacturers
- Traders and distributors of cinnamic aldehyde
- Research and development institutes
- Potential investors
- Raw material suppliers
- Nationalized laboratory

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