Growing health-consciousness among Baby Boomers has led them to demand for food products that have been rid of unhealthy ingredients, in order to keep their sugar levels in check.

Rockville, MD -- (SBWire) -- 07/23/2018 -- A new report by Fact.MR imparts radical intelligence on the global taste modulation solutions market, and offers forecast on the same for the period between 2018 and 2027. This report offers in-depth analysis on current and future prospects of the global market for taste modulation solutions, and encompasses macroeconomic factors influencing the market expansion. Elucidating key demand determinants and deterrents of taste modulation solutions, a detailed analysis on their impact on the market for taste modulation solutions across the regional segments has been included in the report.

Influence of Obesity-driven Consumption Trends on Development of Taste Modulation Solutions

There has been a growing consumer emphasis on recognizable and trusted ingredients that contain low salt & sugar content and are healthier. Overconsumption of sugar is highly linked with the occurrence of obesity and relevant disorders. This pandemic ailment has put a lot of pressure on healthcare systems worldwide, which in turn has prompted affected patients and healthcare professionals to focus on consumption of food & beverages with none or reduced sugar content. Several food-associated research groups worldwide are therefore working on the development of taste modulation systems to complement consumption of sugar-free or reduced sugar diet.

A group of researchers from the University of Florida have leveraged their expertise in the field of natural products chemistry by working with the Center for Smell and Taste, in order to develop taste modulating solutions. These solutions are designed specifically for creating improved and natural taste experiences. Analytical approach of these researchers has enhanced discovery of both plant-based natural sweeteners, and natural taste modulation solutions that deliver increased salty or sweet perception via allosteric modulation of taste receptors.

Clean Label Insights – Fundamental Strategy Among Players in Taste Modulation Systems Market

Growing health-consciousness among Baby Boomers has led them to demand for food products that have been rid of unhealthy ingredients, in order to keep their sugar levels in check. Millennials, on the other hand, with a wider sense of clean label implications, are seeking products with ingredients closer to nature, short ingredient decks, and that are minimally processed. These consumers are willing to spend more on clean label products, which has been a promising avenue for food & beverage manufacturers.

In 2017, Kerry Taste and Nutrition launched its natural taste modulator that claims to curtail sugar levels in drinks and food products by nearly one-third. The company's latest ingredient TasteSense enables restoration of "mouthfeel" in beverage products with reduced sugar through synergistic effects of taste and sweetness.
modulation. As artificial sweeteners have been losing traction on account of demand for clean label and natural 
food products, Kerry aims at capitalizing on this trend by coaxing the food industry to employ its taste 
modulation solution in their dairy, confectionary and other food products.

FlavorHealth, a global leader in the provision of natural taste modulation solutions, identifies highly effective, 
novel taste modulators with the help of its proprietary discovery platform. This platform helps in robust high-
throughput screening of food products based on native taste receptors for seeking efficacious taste modulators. 
The company adheres to its Chromovert Technology in combination with high-throughput screening for 
identifying natural compounds eligible for taste modulation. Such effective solution offerings from leading 
manufacturers will influence future expansion of the global taste modulation solutions market.

Global Taste Modulation Solutions Market: Innovative Product Offerings to Influence Expansion

Protein-rich food and drinks, a major trend in the industry, exert many advantages and aid in enhancing 
nutritional profile of food products. However, masking unpleasant taste delivered by proteins is a prime 
challenge faced by producers, particularly in products such as sports drinks, snack bars, and diet shakes. Key 
companies such as Sensient Technologies have developed protein masking solutions that improve taste profiles 
of protein-based products. The company aims at helping their clients in developing integrated natural product 
concepts that include flavoring, coloring, and balancing sweetness to meet fundamental consumer requirements.

This Fact.MR report distinctly elaborates key trends that are likely to impact the global taste modulation 
solutions market's expansion in the near future. The report readers can slate key strategies for tapping the vital 
revenue pockets, thereby gaining benefits over the intensifying competition in the market. Information presented 
in the report has been scrutinized and monitored thoroughly by our industry experts. Figures and numbers 
delivered in the report are validated by the analysts for facilitating the report readers in strategic decision 
making.


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