

Overview AI Automated Report

Clean Label Ingredient Innovation

1. What are clean label ingredient innovations known for, and what problems or needs do they address?
2. Who are the main players or stakeholders (companies, research institutions, investors) involved in clean label ingredient innovation?
3. What are the current trends or advancements in clean label ingredient innovation, including the development pipeline across related sectors?

Executive Summary: Clean label ingredient innovation focuses on developing food ingredients that keep labels short, simple, and free of artificial additives (scienceinsights.org [\[W1\]](#)). It addresses rising consumer demand for transparency and natural products by replacing synthetic preservatives, colors, and flavors with plant-based or fermentation-derived alternatives (www.barchart.com [\[W2\]](#)). This movement is powered by major ingredient suppliers (e.g. Cargill, ADM, Kerry) as well as niche startups, all helping food brands “clean up” labels to build trust (www.barchart.com [\[W2\]](#)). The approach has rapidly gone from trend to industry standard, with nearly 70% of product formulas expected to be clean-label by 2026 (www.foodmanufacture.co.uk [\[W3\]](#)). In short, clean label innovations bridge the gap [\[D41\]](#), redefining how foods are formulated and marketed.



(www.barchart.com [\[W2\]](#)) (extension.uga.edu [\[W4\]](#))

What It Is

Clean label ingredients are food components designed to sound familiar and wholesome – essentially ingredients your grandmother would recognize. The core idea is to use *short, simple ingredient lists* with names that consumers know, avoiding anything that looks like a chemical formula (scienceinsights.org [\[W1\]](#)). For example, a clean-label bread might list “flour, yeast, salt, vinegar” instead of a long list of additives. There is no strict legal definition for “clean label”, but it generally means no artificial preservatives, colors, or flavors, and no synthetic processing aids (www.lebensmittelklarheit.de [\[W5\]](#)). In practice, companies often advertise this with phrases like “no artificial flavors” or “contains only natural ingredients” on packaging.

Clean label innovation solves a trust problem in the food industry. After past food safety incidents and growing health awareness, consumers became wary of unpronounceable additives (www.barchart.com [\[W2\]](#)). Many shoppers now scrutinize labels and prefer products without “E-numbers” or chemical-sounding names. By using natural substitutes – like colored fruit and vegetable extracts instead of synthetic dyes, or herbal and fermentation-based extracts instead of chemical preservatives – clean label products meet the desire for purity and transparency [\[D5\]](#) [\[D24\]](#). This addresses consumer needs for healthier, “real food” options and gives them confidence that the food is closer to what they’d use at home [\[D24\]](#). Major brands have taken note: companies from Nestlé to Kraft have pledged to remove artificial additives in favor of clean-label alternatives (extension.uga.edu [\[W4\]](#)).

However, making a product “clean” is not as simple as removing additives – it presents a technical challenge. Artificial preservatives and emulsifiers were popular because they work so well; replacing them means food scientists must find natural ingredients that deliver the same taste, color, and shelf life (insights.figlobal.com [\[W6\]](#)). For instance, keeping bread mold-free without calcium propionate might involve using fermented wheat flour or botanical extracts that inhibit microbes [\[D5\]](#). Achieving the right texture in a plant-based burger without a synthetic binder can mean using pea protein or citrus fiber in new ways. These innovations require creativity in formulation and often new processing techniques. The figure below illustrates how even formulating a simple beverage becomes a technology challenge when every ingredient must be clean-label. The key is balancing consumer-friendly labels with functional performance – a puzzle that drives ongoing R&D in clean label ingredients [\[D41\]](#) [\[insights.figlobal.com \[W6\]](#)).

Clean Label in the Beverage Industry

In the beverage sector, **clean label goes far beyond simply removing additives**. It is a holistic challenge involving formulation design, ingredient selection, and processing technologies.

Plant-Based & Natural Ingredients Drive Innovation

Consumers increasingly associate plant-based ingredients and natural sweeteners with clean label products. **Over 1 in 3 consumers** are willing to try new ingredients if they feel more natural and transparent.

Clean label is not just additive removal

Clean label does not always mean additive-free. Brands must communicate clearly about ingredient choices to avoid misleading "natural" impressions and maintain consumer trust.

Clean label is not just additive removal

It requires smarter formulations to maintain taste, stability, and shelf life with more natural solutions



([insights.figlobal.com](https://www.insights.figlobal.com) **[W6]**)

(Above: Formulation challenges for clean-label beverages require innovative approaches.)

Ecosystem Map

Stakeholders: The clean label ingredient ecosystem spans global ingredient giants, specialty suppliers, research institutes, and even retailers and investors. Large food ingredient companies dominate the space – firms like Cargill, ADM, International Flavors & Fragrances (IFF), Kerry Group, and DSM-Firmenich are heavily investing in natural ingredient portfolios (www.barchart.com **[W2]**). These players provide everything from plant-based sweeteners to fermented preservatives at industrial scale. Alongside them, there is a network of specialized vendors and startups focused exclusively on clean-label solutions: for example, A&B Ingredients offers a suite of natural antimicrobial and flavor solutions for clean-label formulations **[D4]**, and BART (Poland) produces natural colors and botanical extracts with an emphasis on cost-effective clean-label replacements for artificial additives **[D43]**. Suppliers across the globe – from Europe’s legacy flavor houses to newer companies in emerging markets – are aligning their products with the clean label trend **[D45]**. Academic and private food science labs (e.g. the Netherlands’ TNO) also collaborate on solving formulation challenges, while venture capital and corporate investors fund startups developing novel ingredients like mushroom-based preservatives or enzyme technologies. Even retailers influence the ecosystem: grocery chains with strict “clean” standards (like Whole Foods Market) effectively dictate which new ingredients gain traction (www.globenewswire.com **[W7]**).

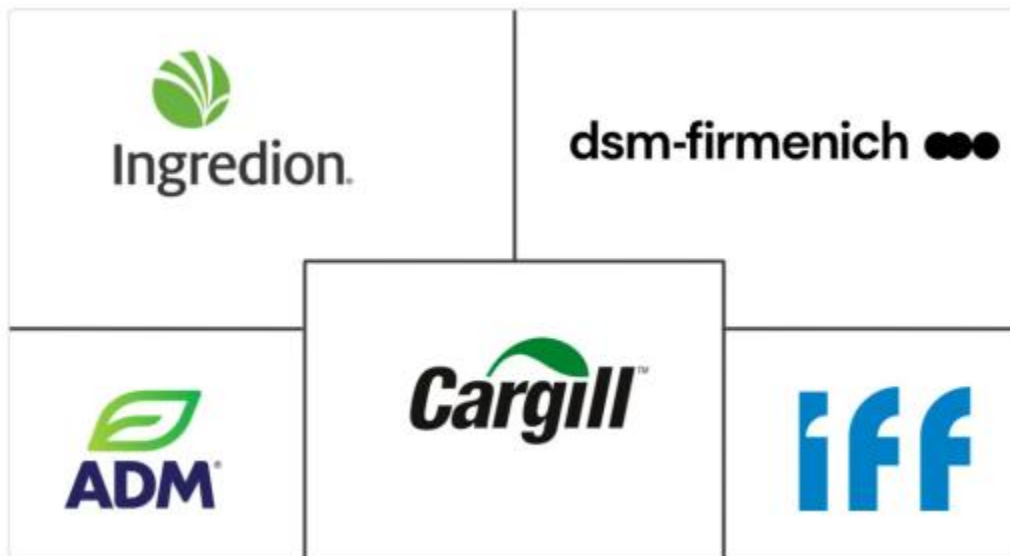


(www.barchart.com [W2])

Key players in clean-label ingredient innovation include:

Name	Type	Key Focus
Cargill	Agribusiness & Ingredients	Natural sweeteners, starches, texturizers
ADM	Agribusiness & Ingredients	Plant-based proteins, clean sweeteners
Kerry Group	Food Ingredients Supplier	Natural flavors, preservative solutions
DSM–Firmenich	Nutrition & Flavor Sciences	Cultures, enzymes, vitamins (clean solutions)
Ingredion	Ingredient Supplier	Plant starches & gums for clean texturing
Givaudan	Flavor & Fragrance House	Natural flavors and extracts

Name	Type	Key Focus
Chr. Hansen	Cultures & Bio-ingredients	Natural food cultures, colors
Corbion	Specialty Ingredients	Fermented acids and natural antimicrobials
Chinova Bioworks	Startup (Food Tech)	Mushroom-derived natural preservatives



(www.barchart.com [W2])

Why It Matters

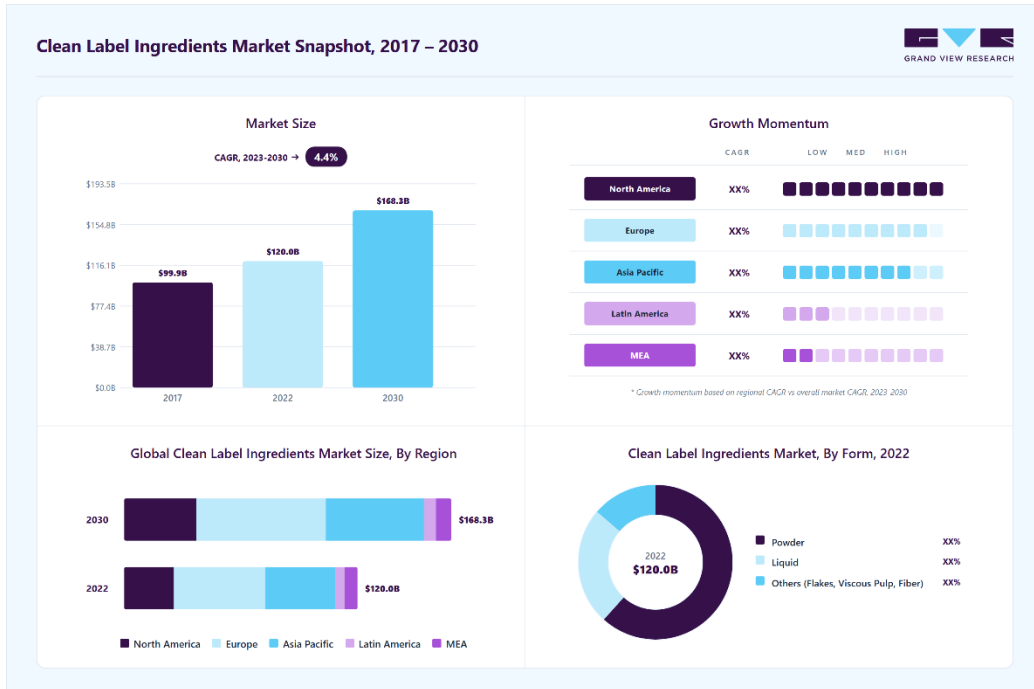
Clean label innovation matters because it aligns products with consumer values and is rapidly becoming non-negotiable in the market. What began as a niche “health food” idea is now mainstream: nearly 99% of food manufacturers consider clean-label products essential to their business strategy (www.foodmanufacture.co.uk [W3]). Put simply, adopting clean ingredients has shifted from a nice-to-have trend to a competitive necessity (extension.uga.edu [W4]). By 2026, an estimated 70% of food and beverage ingredient portfolios will be clean-label (up from 52% in 2021) (www.foodmanufacture.co.uk [W3]). This dramatic shift is driven by consumers voting with their wallets – demanding transparency, simplicity, and ingredients that match their personal definitions of healthy. Surveys show shoppers are increasingly vigilant about avoiding synthetic additives, due in part to health concerns like allergies and overall wellness trends (www.barchart.com [W2]). Brands that can label their products with “no artificial preservatives/colors” and a short ingredient list often gain a market edge in trust and loyalty [D24] . In contrast, products laden with chemical additives risk being

perceived as lower quality or even unsafe by today’s standards. In essence, clean label innovations fill a reliability and healthfulness gap – they reassure consumers that food companies are prioritizing quality, safety, and natural goodness in their products [\[D41\]](#).



[\[D41\]](#)

Beyond consumer perception, clean label ingredient innovation is catalyzing progress across multiple sectors. In food manufacturing, it has spurred a wave of reformulation projects – companies are investing in R&D to find natural ways to preserve shelf life, enhance flavor, or improve nutrition without resorting to artificial chemicals [\[D5\]](#) [\[D41\]](#). This push has positive ripple effects: many clean-label solutions (like removing excess sugar or artificial trans-fats) inherently make products nutritionally better, addressing public health goals. The clean label ethos has also spread outside traditional foods. In nutritional supplements, for example, brands now tout pure plant-based ingredients and lack of fillers as a selling point [\[D19\]](#). Even the personal care and cosmetics industry echoes this trend with “clean beauty” products – skincare and fragrances made without parabens, phthalates, or other suspect chemicals [\[D21\]](#). Meanwhile, retailers and regulators are increasingly supportive of clean-label standards, which encourages more innovation. A recent milestone saw a novel mushroom-derived natural preservative approved by a major grocer’s quality standards, underscoring how innovation continues to broaden what’s possible under clean label guidelines (www.globenewswire.com [\[W7\]](#)). All told, clean label ingredient innovation matters because it represents a holistic shift in how we produce and consume goods: prioritizing simplicity, natural sourcing, and consumer trust from farm to fork [\[D41\]](#).



(www.foodmanufacture.co.uk **[W3]**) (www.foodmanufacture.co.uk **[W3]**)

Sources

Database

- **[D1]** [Krishna Food Industry](#) [Company]
- **[D2]** [Tailormade Resources | Fresh Produce & Fresh Food Jobs | Specialist Food Industry Recruitment](#) [Company]
- **[D3]** [The Ingredients Experts](#) [Company]
- **[D4]** [A&B Ingredients](#) [Company]
- **[D5]** [Bio-Med Ingredients Pvt Ltd.](#) [Company]
- **[D6]** [Berg+Schmidt - Care Ingredients](#) [Company]
- **[D7]** [Badger Ingredients, Inc.](#) [Company]
- **[D8]** [Expertarom Food Ingredients](#) [Company]
- **[D9]** [Ace Ingredients](#) [Company]
- **[D10]** [OFP Ingredients](#) [Company]
- **[D11]** [Botanic Innovations](#) [Company]

- **[D12]** [Stern Ingredients](#) [Company]
- **[D13]** [FREEZE-DRY INGREDIENTS](#) [Company]
- **[D14]** [Loulis Food Ingredients](#) [Company]
- **[D15]** [Pennant Ingredients](#) [Company]
- **[D16]** [Ingredients Insight](#) [Company]
- **[D17]** [Dairygold Food Ingredients \(UK\)](#) [Company]
- **[D18]** [Cape Food Ingredients](#) [Company]
- **[D19]** [Neural Balance](#) [Company]
- **[D20]** [Green Miller](#) [Company]
- **[D21]** [Beehive Cosmetics](#) [Company]
- **[D22]** [MotherLove Ferments](#) [Company]
- **[D23]** [Green Line](#) [Company]
- **[D24]** [Mother Nurture India](#) [Company]
- **[D25]** [Planted Foods](#) [Company]
- **[D26]** [DC Beauty Cosmetics](#) [Company]
- **[D27]** [Amit Group of Companies](#) [Company]
- **[D28]** [PT Sele Ingredients](#) [Company]
- **[D29]** [Alchemy Ingredients](#) [Company]
- **[D30]** [Molokia Ingredients](#) [Company]
- **[D31]** [evident ingredients GmbH](#) [Company]
- **[D32]** [REA Innovations](#) [Company]
- **[D33]** [Apura Ingredients](#) [Company]
- **[D34]** [PanaSource Ingredients](#) [Company]
- **[D35]** [ACH Food Companies](#) [Company]
- **[D36]** [Moguntia Food Ingredients](#) [Company]

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- **【D37】** [The Ingredients Factory](#) [Company]
 - **【D38】** [Risun Ingredients](#) [Company]
 - **【D39】** [ALC Bio Innovations](#) [Company]
 - **【D40】** [Pharmachem Innovations](#) [Company]
 - **【D41】** [Eurospechim](#) [Company]
 - **【D42】** [Litamilk dairy powders](#) [Company]
 - **【D43】** [Bart](#) [Company]
 - **【D44】** [Agroindustrias Osho SAC](#) [Company]
 - **【D45】** [NutriOriginal Corp.](#) [Company]
 - **【D46】** [HARKE Food](#) [Company]
 - **【D47】** [Rodana International](#) [Company]
 - **【D48】** [????biosfered????](#) [Company]
 - **【D49】** [Thecocolove](#) [Company]
 - **【D50】** [United Oils & Food Co. - Unioil](#) [Company]

Web

- **【W1】** [What Does Clean Label Mean — and Is It Healthier? - ScienceInsights](#)
- **【W2】** [Clean Label Ingredients Market worth \\$69.3 billion by 2029 | Key Players are Cargill, Incorporated, ADM, DSM, Kerry Group plc, BASF SE, Ingredion, Corbion, Symrise, and Chr. Hansen A/S](#)
- **【W3】** [70% of ingredient portfolios to be clean label by 2026](#)
- **【W4】** [Clean Labeling and the Real Food Movement | UGA Cooperative Extension](#)
- **【W5】** [Clean Label | Lebensmittelklarheit](#)
- **【W6】** [Open innovation boosts clean label research](#)
- **【W7】** [Game-Changing Chiber™, First Mushroom Fiber To Be An](#)