North American Food Safety Market by Contaminant, Technology, Food Tested (Meat & Poultry, Dairy, Fruit & Vegetable, Processed Food), & by Country - Trend & Forecast to 2020

Description: In North America, foodborne illnesses and poisoning has been increasing. The major outbreaks of foodborne diseases have been reported due to pathogens such as salmonella, campylobacter, E. coli, and listeria. It has been estimated that nearly 48 million people in the U.S. contract foodborne poisoning each year.

Apart from pathogens contamination, toxic materials are found in food products that may be responsible for food safety standards and implement food testing at different stages of the food value chain. Food manufacturers have been adopting new food processing, packaging, and testing technologies for sustainability. The increase in the outbreaks has emanated the food safety testing market.

The North American food safety testing market has been showing dynamic growth with increasing concern for food contamination, spoilage, and foodborne illnesses. The market has been experiencing growth, driven by increasing consumer awareness on food safety and media influence related to food safety issues.

In North America, stringent food safety regulations have been implemented to restrict the presence of pathogens or chemical contaminants that are responsible for the outbreak of foodborne illness. The market includes food testing laboratories as well as technology providers. These market players are experiencing an increasing demand for food safety testing due to the concern of products recall from food manufacturers and health issues from consumers and the government.

The segmentation on the basis of contaminants, technologies, and food tested was determined using secondary sources and verified through primary respondents. The market estimation was based on various parameters, such as the number of players, demand trends, supply trends, and the extent of research activity in a particular country. The North American food safety testing market is projected to reach USD 6.4 Billion by 2020, at a CAGR of 7.4% from 2015 to 2020.

The North American food safety testing market is segmented as mentioned below:

By Contaminant:
- Pathogens
  -- Salmonella
  -- Listeria
  -- E.coli
  -- Campylobacter
- Others (Staphylococcus, Clostridium, and Bacillus)
- Pesticides
- GMOs
- Toxins
- Others (food allergens and chemical residues)

By Technology:
- Traditional technology
- Rapid technology
  -- Convenience-based technology
  -- PCR-based technology
  -- Immunoassay-based technology
- Others (GC, HPLC, LC, and LC-MS-MS)

By Food Tested:
- Meat & poultry products
- Dairy products
- Processed foods
- Fruit & vegetable
- Others (cereals & grains and sauce)

By Country:
- U.S.
- Canada
- Mexico

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