VANILLA (Family: Orchidaceae. Sub Family: Vanilloideae)

Vanilla is part of day to day life. Vanilla is one of the most widely used as flavoring agent in the food industry primarily obtained from pods from Vanilla plant. Vanilla flavor chiefly used in ice creams, Food Beverages, Bakery Confectionery, Personal Care, Pharmaceuticals etc. The Madagascar supply **80%** of vanilla beans producer. The global vanilla market accounted for USD 510 million in 2018 and is expected to reach around USD 735 million by 2026.

