

Kale Powder Market By Type (Air Dry, Freeze Dry, Others) , By Source (Organic, Inorganic) By Distribution Channel (Offline Sales Channel, Online Sales Channel) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/KC3DAACE8F26EN.html>

Date: September 2024

Pages: 255

Price: US\$ 2,439.00 (Single User License)

ID: KC3DAACE8F26EN

Abstracts

The kale powder market was valued at \$500.2 million in 2023, and is projected to reach \$1226.1 million by 2033, growing at a CAGR of 9.5% from 2024 to 2033.

Kale powder is a finely ground form of kale, a nutrient-dense leafy green vegetable. Known for its high concentration of vitamins A, C, K, calcium, iron, and antioxidants, kale powder serves as a convenient, shelf-stable way to incorporate the benefits of kale into a variety of diets. The powder is created by dehydrating fresh kale leaves and grinding them into a fine powder, which can then be added to smoothies, soups, sauces, or baked goods.

The kale powder market is driven by rise in preference toward plant-based diet. This is attributed to the fact that as more people adopt vegetarian, vegan, or flexitarian diets, kale powder serves as a convenient and plant-based source of essential nutrients. A report from The Good Food Institute in 2021 highlighted that sales of plant-based foods in the U.S. grew by 27% over the past two years, driven by the rise of flexitarian and vegan lifestyles. This growth in plant-based eating has spurred demand for nutrient-dense powders like kale powder. In addition, with heightened awareness around health benefits such as weight management, detoxification, and disease prevention, consumers are incorporating functional foods like kale powder into their diets, thus augmenting the market growth. Moreover, surge in demand for nutritional supplements significantly contributes toward the growth of the global market. Furthermore, rise in consumer preference for organic, non-GMO, and clean-label products has fostered the

demand for kale powder, thereby fueling the growth of the market. The versatility of kale powder as an ingredient in products like smoothies, soups, snacks, and baked goods is further fostering its growth in the food and beverage industry. However, the process of dehydrating kale and converting it into powder is labor- and energy-intensive, which leads to higher production costs, thus hampering the market growth. In addition, the bitter flavor of kale, even in powdered form, limits its adoption among consumers, which restrains the market growth. On the contrary, surge in demand for nutrient-rich 'superfoods' to boost health is fueling the demand for kale powder due to its high vitamin and antioxidant content. This factor is expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global kale powder market is segmented into type, source, distribution channel, and region. On the basis of type, the market is categorized into air dry, freeze dry, and others. Depending on source, it is bifurcated into organic and inorganic. By distribution channel, it is fragmented into offline sales channel and online sales channel. Region wise, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

Depending on type, the air dry segment held the highest market share in 2023.

On the basis of source, the organic segment was the major shareholder in 2023.

By distribution channel, the offline sales channel segment acquired the largest market share in 2023.

Region wise, North America is expected to emerge as the most lucrative market for kale powder by 2033.

Competition Analysis

Competitive analysis and profiles of the major players in the global kale powder market include Indigo Herbs Ltd., The Green Labs, The Kale Factory, AS Jungle Nutrition, Honest to Goodness, Nutriseed, Green Origins, BioStarUS, The Synergy Company, and KOYAH. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Analysis of raw material in a product (by %)

Technology Trend Analysis

Additional company profiles with specific to client's interest

Key Market Segments

By Type

Air Dry

Freeze Dry

Others

By Source

Organic

Inorganic

By Distribution Channel

Offline Sales Channel

Online Sales Channel

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Indigo Herbs Ltd.

The Green Labs

The Kale Factory

AS Jungle Nutrition

Honest to Goodness

Nutriseed

Green Origins

BioStarUS

The Synergy Company

KOYAH

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