

Saw Palmetto Berries Market By Form (Powder, Capsules/Tablets, Liquid Extracts), By Source (Organic, Coventional), By Application (Dietary Supplements, Functional Foods and Beverages, Pharmaceuticals): Global Opportunity Analysis and Industry Forecast, 2023 - 2035

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Abstracts

The saw palmetto berries market size was valued at \$172.4 million in 2023 and is projected to reach \$325.7 by 2035, growing at a CAGR of 5.6% from 2024 to 2035.

Saw palmetto berries is the fruit of the *Serenoa repens* palm tree. Saw palmetto berries are small, dark purple drupes, known for their medicinal properties and historical use in traditional herbal medicine. Primarily, there are two types of saw palmetto extracts namely, oil-based extracts and powdered extracts. Saw palmetto berries contain bioactive compounds such as fatty acids, phytosterols, & flavonoids and are primarily used to promote prostate health & alleviate symptoms associated with benign prostatic hyperplasia (BPH). These berries are used in the production of dietary supplements, herbal teas, medicines, and topical creams.

Rise in demand for organic products is anticipated to drive the demand for saw palmetto berries owing to rise in consumer preference for natural and sustainable options. Organic saw palmetto berries, cultivated without synthetic pesticides, fertilizers, or genetically modified organisms (GMOs) which appeal to health-conscious consumers who seek products free from chemical residues and environmental harm. As awareness of the potential health benefits of organic foods and supplements increases, consumers are actively seeking out organic saw palmetto-based products as a safer and more environmentally friendly alternative to conventionally grown varieties. Moreover, this

trend is particularly pronounced among segments of the population that prioritize organic and clean-label products, such as millennials and individuals with higher disposable incomes.

In addition, the organic certification of saw palmetto berries adds value to the product which has premium prices in the market. Consumers perceive organic certification as a mark of quality and authenticity, instilling confidence in the safety and purity of the product. This premiumization effect further drives market demand for organic saw palmetto berries by incentivizing growers and producers to adopt organic farming practices. Thus, all these factors contribute to the growth of saw palmetto berries market.

Saw palmetto berries production depends on weather conditions, soil quality, and ecological changes, which affect their growth and availability. As a result, fluctuations in harvest yields and seasonal variability lead to inconsistent supply levels and cause disruptions in the supply chain and results in delaying manufacturers' ability to meet consumer demand. The limited supply of saw palmetto berries often results in higher prices for raw materials, which in turn, increases manufacturing costs. This rise in production expenses is passed on to consumers in the form of higher product prices, which makes saw palmetto-based supplements less accessible to some market segments. Moreover, the unpredictability of supply discourages investment in the sector and hampers long-term planning for both producers & retailers, which restricts the growth of saw palmetto berries market.

Innovation in formulations presents numerous opportunities by enhancing product efficacy, bioavailability, and consumer demand for the saw palmetto berries.

Manufacturers leverage advancements in technology and research to develop novel formulations that address specific consumer needs and preferences. For example, sustained-release capsules or time-release formulations extend the release of active compounds from saw palmetto extracts, ensure a steady supply of nutrients over time, and improve convenience for consumers. Moreover, this innovation enhances the effectiveness of saw palmetto supplements and differentiates them from traditional formulations & attracts discerning consumers seeking superior products.

Moreover, innovation in formulations allows manufacturers to explore new delivery systems and product formats that cater to diverse consumer preferences. For instance, saw palmetto extracts are integrated into convenient formats such as chewable gummies, liquid concentrates, or powdered drink mixes, offering alternative options for individuals who have difficulty swallowing pills or prefer on-the-go solutions.

Furthermore, manufacturers develop combination formulations that combine saw palmetto with other botanicals, vitamins, or minerals to target multiple aspects of prostate health or address additional wellness concerns. Thus, all these factors present several opportunities for saw palmetto berries market.

The saw palmetto berries market is segmented into form, source, application, and region. By form, the market is classified into powder, capsules/tablets, and liquid extracts. By source, the market is bifurcated into organic and conventional. By application, the market is classified into dietary supplements, functional foods & beverages, and pharmaceuticals. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Italy, Spain, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and the rest of Asia-Pacific), and Latin America (Brazil, Argentina, Colombia, and rest of Latin America) Middle East of Africa (GCC, South Africa and rest of MEA).

Players operating in the global saw palmetto berries market have adopted various developmental strategies to expand their saw palmetto berries market share, increase profitability, and remain competitive in the market. Key players profiled in this report include Valensa International, Optimized Plant Nutrients, Naturalize Biotech Corp., Labnica, Bio-Botanica, Maypro, Jiaherb, Hunan Nutramax, Xian Changyue Phytochemistry and Atlantic Phytochemicals & Extracts.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the saw palmetto berries market analysis from 2023 to 2035 to identify the prevailing saw palmetto berries market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the saw palmetto berries market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global saw palmetto berries market trends, key players, market segments, application areas, and market growth strategies.

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Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

SWOT Analysis

Key Market Segments By Source Organic

Coventional

By Application Dietary Supplements

Functional Foods and Beverages

Pharmaceuticals

By Form Powder

Capsules/Tablets

Liquid Extracts

By Region

North America U.S.

Canada

Mexico

Europe Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America Brazil

Argentina

Colombia

Rest of Latin America

Middle East and Africa Gcc

South Africa

Rest of Middle East And Africa

Key Market Players

Atlantic Phytochemicals & Extracts

Bio-Botanica

Hunan NutraMax Inc.

Jiaherb

Labnica

Maypro

Naturalize Biotech Corp.

Optimized Plant Nutrients

Valensa International

Xian Changyue Phytochemistry

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