

Spirulina Market by Type (Arthrospira Platensis and Arthrospira Maxima), Application (Nutraceuticals, Cosmetics, Food & Beverages, Animal Feed, and Others), and Drug Formulation (Powder, Tablet & Capsule, Liquid, and Granule & Gelling Agent): Global Opportunity Analysis and Industry Forecast, 2019-2026

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Abstracts

Spirulina is a natural algae powder known as cyanobacteria that comprises potent level of proteins, antioxidants, and vitamin B and other nutrients. Spirulina exhibits various benefits such as lowering of LDL and triglyceride levels and anticancer properties. It also reduces blood pressure, is effective against anemia, and improves muscle strength. The global spirulina market generated \$348 million in 2018, and is projected to reach \$779 million by 2026, growing at a CAGR of 10.5% from 2019 to 2026.

The increase in use of spirulina as a dietary food supplement, owing to its high nutritional content is the major factor that drives the spirulina market. Furthermore, increase in adoption of healthy food in developed countries fuel the market growth of spirulina in food & beverages. The rise in prevalence of cancer, cardiovascular diseases, immune diseases, and other diseases boosts the demand of spirulina.

Furthermore, increase in healthcare expenditure and disposable income among the population is anticipated to increase the market growth. However, limited resource of spirulina as it is extracted from the freshwater sources that are available in very few areas hinders the market growth. Emerging economies such as India, China, Mexico, and Brazil are anticipated to provide new opportunities for the market growth during the forecast period.



The global spirulina market is segmented into type, application, drug formulation, and region. By type, the market is bifurcated into Arthrospira Platensis and Arthrospira Platensis. Based on application, it is categorized into nutraceuticals, cosmetics, food & beverages, agriculture, feed, and others. Based on drug formulation, the spirulina market is categorized into powder, tablet & capsule, liquid, and granule & gelling agent. Based on region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

KEY BENEFITS FOR STAKEHOLDERS

This report highlights the market dynamics to understand the global spirulina market and capitalize on the prevailing opportunities.

Quantitative analysis of the current market and forecasts would assist stakeholders to design business strategies accordingly.

Porter's five forces analysis examines the competitive market structure and provides a deeper understanding of the influencing factors for entry and expansion.

Pin-point analysis of geographical segments offers identification of most profitable segments to capitalize on.

KEY MARKET SEGMENTS

By Type

Arthrospira Platensis

Arthrospira Maxima

By Application

Nutraceuticals

Food & Beverages



Cosmetics		
Animal Feed		
Others		
By Drug Formulation		
Powder		
Tablet & Capsule		
Liquid		
Granule & Gelling Agent		
By Region		
North America		
U.S.		
Canada		
Mexico		
Europe		
Germany		
France		
Spain		
Italy		
UK		
Rest of Europe		



Asia-Pacific

Australia Japan India China Rest of Asia-Pacific LAMEA **Brazil** Saudi Arabia South Africa Rest of LAMEA **KEY MARKET PLAYERS** Cyanotech **DIC Corporation** Chr. Hansen Holding A/S Dongtai City Spirulina Bio-engineering Co., Ltd. Algenol Biofuels Inc Prolgae Sensient Technologies Corporation



Parry Neutraceuticals
Algatec
The other players in the value chain include (profiles not included in the report)
GNC Holdings, Inc.
Now Health Group Inc.
Fuqing King Dnarmsa Spirulina Co.
Fraken Biochem Co., Ltd.
Far East Bio-Tec Co. Ltd.



Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Benefits For Stakeholders
- 1.3. Key Market Segments
- 1.4. Research Methodology
 - 1.4.1. Secondary Research
 - 1.4.2. Primary Research
- 1.4.3. Analyst Tools & Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key Findings
 - 2.1.1. Top Investment Pockets
- 2.2. Cxo Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
- 3.2. Parent Market Overview
- 3.3. Key Forces Shaping Spirulina Market
 - 3.3.1. Moderate Bargaining Power of Suppliers
 - 3.3.2. High Bargaining Power of Buyers
 - 3.3.3. High Threat of New Entrants
 - 3.3.4. Moderate Threat of Substitutes
 - 3.3.5. High Intensity of Rivalry
- 3.4. Pricing Analysis
 - 3.4.1. Pricing Analysis, By Region, 2019 & 2026
- 3.5. Market Evolution/Industry Roadmap
- 3.6. Value Chain Analysis
- 3.7. Impact of Government Regulations On Global Spirulina Market
- 3.8. Industry Pain Point Analysis
- 3.9. Patent Analysis
 - 3.9.1. By Region (2017-2019)
 - 3.9.2. By Applicant
 - 3.9.3. By Year
- 3.10. Market Share Analysis



- 3.11. Case Studies
 - 3.11.1. Case Study
- 3.12. Market Dynamics
 - 3.12.1. Drivers
 - 3.12.1.1. Increase In Demand For Natural Ingredient
 - 3.12.1.2. Promotion of The Production of Spirulina By Government
 - 3.12.1.3. R&D of Spirulina As Commercial Products
 - 3.12.2. Restraints
 - 3.12.2.1. Impact On Spirulina Production Due To Climate Change
 - 3.12.3. Opportunities
 - 3.12.3.1. Untapped Markets In The Developing Countries
 - 3.12.3.2. Easy To Cultivate Due To Development In Cultivation Technology
- 3.13. Market Trends
 - 3.13.1. U.S.
 - 3.13.2. China
- 3.14. False Perception On The Use of Spirulina
- 3.15. How The Companies Have Reacted To The Negative Information
- 3.16. Marketing Strategies For Production Segments
- 3.17. Trends For Consumption In Distinct European Market
- 3.18. Use of Spirulina For Animal Feeding

CHAPTER 4: SPIRULINA MARKET, BY TYPE

- 4.1. Overview
 - 4.1.1. Market Size And Forecast, By Consumption Side
 - 4.1.2. Market Size And Forecast, By Production Side
- 4.2. Arthrospira Platensis
 - 4.2.1. Key Market Trends And Opportunities
 - 4.2.2. Market Size And Forecast, By Consumption Side
 - 4.2.3. Market Size And Forecast, By Production Side
 - 4.2.4. Market Analysis, By Country
- 4.3. Arthrospira Maxima
 - 4.3.1. Key Market Trends And Opportunities
 - 4.3.2. Market Size And Forecast, By Consumption Side
 - 4.3.3. Market Size And Forecast, By Production Side
 - 4.3.4. Market Analysis, By Country

CHAPTER 5: SPIRULINA MARKET, BY APPLICATION



5.1. Overview

- 5.1.1. Market Size And Forecast, By Consumption Side
- 5.1.2. Market Size And Forecast, By Production Side

5.2. Nutraceuticals

- 5.2.1. Key Market Trends And Opportunities
- 5.2.2. Market Size And Forecast, By Consumption Side
- 5.2.3. Market Size And Forecast, By Production Side
- 5.2.4. Market Analysis, By Country

5.3. Cosmetics

- 5.3.1. Key Market Trends And Opportunities
- 5.3.2. Market Size And Forecast, By Consumption Side
- 5.3.3. Market Size And Forecast, By Production Side
- 5.3.4. Market Analysis, By Country

5.4. Food And Beverages

- 5.4.1. Key Market Trends And Opportunities
- 5.4.2. Market Size And Forecast, By Consumption Side
- 5.4.3. Market Size And Forecast, By Production Side
- 5.4.4. Market Analysis, By Country

5.5. Animal Feed

- 5.5.1. Key Market Trends And Opportunities
- 5.5.2. Market Size And Forecast, By Consumption Side
- 5.5.3. Market Size And Forecast, By Production Side
- 5.5.4. Market Analysis, By Country

5.6. Other Applications

- 5.6.1. Key Market Trends And Opportunities
- 5.6.2. Market Size And Forecast, By Consumption Side
- 5.6.3. Market Size And Forecast, By Production Side
- 5.6.4. Market Analysis, By Country

CHAPTER 6: SPIRULINA MARKET, BY DRUG FORMULATION

6.1. Overview

- 6.1.1. Market Size And Forecast, By Consumption Side
- 6.1.2. Market Size And Forecast, By Production Side

6.2. Powder

- 6.2.1. Key Market Trends And Opportunities
- 6.2.2. Market Size And Forecast, By Consumption Side
- 6.2.3. Market Size And Forecast, By Production Side
- 6.2.4. Market Analysis, By Country



6.3. Tablet & Capsule

- 6.3.1. Key Market Trends And Opportunities
- 6.3.2. Market Size And Forecast, By Consumption Side
- 6.3.3. Market Size And Forecast, By Production Side
- 6.3.4. Market Analysis, By Country

6.4. Liquid

- 6.4.1. Key Market Trends And Opportunities
- 6.4.2. Market Size And Forecast, By Consumption Side
- 6.4.3. Market Size And Forecast, By Production Side
- 6.4.4. Market Analysis, By Country
- 6.5. Granule & Gelling Agent
- 6.5.1. Key Market Trends And Opportunities
- 6.5.2. Market Size And Forecast, By Consumption Side
- 6.5.3. Market Size And Forecast, By Production Side
- 6.5.4. Market Analysis, By Country

CHAPTER 7: SPIRULINA MARKET, BY REGION

7.1. Overview

- 7.1.1. Market Size And Forecast
- 7.1.2. Market Size And Forecast, By Production Side
- 7.2. North America
 - 7.2.1. Key Market Trends And Opportunities
 - 7.2.2. North America Market Size And Forecast, By Type
 - 7.2.3. North America Market Size And Forecast, By Application
 - 7.2.4. North America Market Size And Forecast, By Drug Formulation
 - 7.2.5. North America Market Size And Forecast, By Country
 - 7.2.5.1. U.S. Market Size And Forecast, By Type
 - 7.2.5.2. U.S. Market Size And Forecast, By Application
 - 7.2.5.3. U.S. Market Size And Forecast, By Drug Formulation
 - 7.2.5.4. Canada Market Size And Forecast, By Type
 - 7.2.5.5. Canada Market Size And Forecast, By Application
 - 7.2.5.6. Canada Market Size And Forecast, By Drug Formulation
 - 7.2.5.7. Mexico Market Size And Forecast, By Type
 - 7.2.5.8. Mexico Market Size And Forecast, By Application
 - 7.2.5.9. Mexico Market Size And Forecast, By Drug Formulation

7.3. Europe

- 7.3.1. Key Market Trends And Opportunities
- 7.3.2. Europe Market Size And Forecast, By Type



- 7.3.3. Europe Market Size And Forecast, By Application
- 7.3.4. Europe Market Size And Forecast, By Drug Formulation
- 7.3.5. Europe Market Size And Forecast, By Country
 - 7.3.5.1. Germany Market Size And Forecast, By Type
 - 7.3.5.2. Germany Market Size And Forecast, By Application
 - 7.3.5.3. Germany Market Size And Forecast, By Drug Formulation
 - 7.3.5.4. France Market Size And Forecast, By Type
 - 7.3.5.5. France Market Size And Forecast, By Application
 - 7.3.5.6. France Market Size And Forecast, By Drug Formulation
 - 7.3.5.7. Uk Market Size And Forecast, By Type
 - 7.3.5.8. Uk Market Size And Forecast, By Application
 - 7.3.5.9. Uk Market Size And Forecast, By Drug Formulation
 - 7.3.5.10. Italy Market Size And Forecast, By Type
 - 7.3.5.11. Italy Market Size And Forecast, By Application
 - 7.3.5.12. Italy Market Size And Forecast, By Drug Formulation
 - 7.3.5.13. Spain Market Size And Forecast, By Type
 - 7.3.5.14. Spain Market Size And Forecast, By Application
 - 7.3.5.15. Spain Market Size And Forecast, By Drug Formulation
 - 7.3.5.16. Rest of Europe Market Size And Forecast, By Type
 - 7.3.5.17. Rest of Europe Market Size And Forecast, By Application
 - 7.3.5.18. Rest of Europe Market Size And Forecast, By Drug Formulation

7.4. Asia-Pacific

- 7.4.1. Key Market Trends And Opportunities
- 7.4.2. Asia-Pacific Market Size And Forecast, By Type
- 7.4.3. Asia-Pacific Market Size And Forecast, By Application
- 7.4.4. Asia-Pacific Market Size And Forecast, By Drug Formulation
- 7.4.5. Asia-Pacific Market Size And Forecast, By Country
- 7.4.5.1. Japan Market Size And Forecast, By Type
- 7.4.5.2. Japan Market Size And Forecast, By Application
- 7.4.5.3. Japan Market Size And Forecast, By Drug Formulation
- 7.4.5.4. China Market Size And Forecast, By Type
- 7.4.5.5. China Market Size And Forecast, By Application
- 7.4.5.6. China Market Size And Forecast, By Drug Formulation
- 7.4.5.7. India Market Size And Forecast, By Type
- 7.4.5.8. India Market Size And Forecast, By Application
- 7.4.5.9. India Market Size And Forecast, By Drug Formulation
- 7.4.5.10. Australia Market Size And Forecast, By Type
- 7.4.5.11. Australia Market Size And Forecast, By Application
- 7.4.5.12. Australia Market Size And Forecast, By Drug Formulation



- 7.4.5.13. Rest of Asia-Pacific Market Size And Forecast, By Type
- 7.4.5.14. Rest of Asia-Pacific Market Size And Forecast, By Application
- 7.4.5.15. Rest of Asia-Pacific Market Size And Forecast, By Drug Formulation

7.5. Lamea

- 7.5.1. Key Market Trends And Opportunities
- 7.5.2. Lamea Market Size And Forecast, By Type
- 7.5.3. Lamea Market Size And Forecast, By Application
- 7.5.4. Lamea Market Size And Forecast, By Drug Formulation
- 7.5.5. Lamea Market Size And Forecast, By Country
 - 7.5.5.1. Brazil Market Size And Forecast, By Type
 - 7.5.5.2. Brazil Market Size And Forecast, By Application
 - 7.5.5.3. Brazil Market Size And Forecast, By Drug Formulation
 - 7.5.5.4. South Africa Market Size And Forecast, By Type
 - 7.5.5.5. South Africa Market Size And Forecast, By Application
 - 7.5.5.6. South Africa Market Size And Forecast, By Drug Formulation
 - 7.5.5.7. Rest of Lamea Market Size And Forecast, By Type
 - 7.5.5.8. Rest of Lamea Market Size And Forecast, By Application
 - 7.5.5.9. Rest of Lamea Market Size And Forecast, By Drug Formulation

CHAPTER 8: COMPANY PROFILES

- 8.1. Algenol Biofuels Inc.
 - 8.1.1. Company Overview
 - 8.1.2. Company Snapshot
 - 8.1.3. Operating Business Segments
 - 8.1.4. Product Portfolio
- 8.2. Cabassi & Giuriati Spa
 - 8.2.1. Company Overview
 - 8.2.2. Company Snapshot
 - 8.2.3. Operating Business Segments
 - 8.2.4. Key Strategic Moves And Developments
- 8.3. Chr. Hansen Holding A/S
 - 8.3.1. Company Overview
 - 8.3.2. Chr. Hansen: Company Snapshot
 - 8.3.3. Operating Business Segments
 - 8.3.4. Product Portfolio
 - 8.3.5. Business Performance
- 8.4. Cyane
- 8.4.1. Company Overview



- 8.4.2. Company Snapshot
- 8.4.3. Product Portfolio
- 8.5. Cyanotech Corporation
 - 8.5.1. Company Overview
 - 8.5.2. Company Snapshot
 - 8.5.3. Operating Business Segments
 - 8.5.4. Product Portfolio
 - 8.5.5. Business Performance
- 8.6. Ddw Inc.
 - 8.6.1. Company Overview
 - 8.6.2. Company Snapshot
 - 8.6.3. Operating Business Segments
 - 8.6.4. Product Portfolio
- 8.7. Dic Corporation
 - 8.7.1. Company Overview
 - 8.7.2. Company Snapshot
 - 8.7.3. Operating Business Segments
 - 8.7.4. Product Portfolio
 - 8.7.5. Business Performance
- 8.8. D?hler Gmbh
 - 8.8.1. Company Overview
 - 8.8.2. Company Snapshot
 - 8.8.3. Operating Business Segments
 - 8.8.4. Product Portfolio
- 8.9. Dongtai City Spirulina Bio-Engineering Co, Ltd.
 - 8.9.1. Company Overview
 - 8.9.2. Company Snapshot
 - 8.9.3. Operating Business Segments
 - 8.9.4. Product Portfolio
- 8.10. Echlorial
 - 8.10.1. Company Overview
 - 8.10.2. Company Snapshot
 - 8.10.3. Operating Business Segments
 - 8.10.4. Product Portfolio
- 8.11. E.I.D. Parry Limited
 - 8.11.1. Company Overview
 - 8.11.2. Company Snapshot
 - 8.11.3. Operating Business Segments
 - 8.11.4. Product Portfolio



- 8.11.5. Business Performance
- 8.12. Givaudan International Sa
 - 8.12.1. Company Overview
 - 8.12.2. Company Snapshot
 - 8.12.3. Operating Business Segments
 - 8.12.4. Product Portfolio
 - 8.12.5. Business Performance
- 8.13. Prolgae Spirulina Supplies Pvt. Ltd.
 - 8.13.1. Company Overview
 - 8.13.2. Company Snapshot
 - 8.13.3. Operating Business Segments
- 8.14. Pond Technologies Inc.
 - 8.14.1. Company Overview
 - 8.14.2. Company Snapshot
 - 8.14.3. Operating Business Segments
 - 8.14.4. Product Portfolio
- 8.15. Sensient Technologies Corporation
 - 8.15.1. Company Overview
 - 8.15.2. Company Snapshot
 - 8.15.3. Operating Business Segments
 - 8.15.4. Product Portfolio
 - 8.15.5. Business Performance



List Of Tables

LIST OF TABLES

Table 01. Case Study

Table 02. Global Spirulina Market, By Type, By Consumption Side, 2018–2026 (\$Million)

Table 03. Global Spirulina Market, By Type, By Production Side, 2018–2026 (\$Million)

Table 04. Spirulina Market For Arthrospira Platensis, By Region, By Consumption Side, 2018–2026 (\$Million)

Table 05. Spirulina Market For Arthrospira Maxima, By Region, By Consumption Side, 2018–2026 (\$Million)

Table 06. Global Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)

Table 07. Global Spirulina Market, By Application, By Production Side, 2018–2026, (\$Million)

Table 08. Spirulina Market For Nutraceuticals, By Consumption Side, By Region, 2018–2026, (\$Million)

Table 09. Spirulina Market For Cosmetics, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 10. Spirulina Market For Food And Beverages, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 11. Spirulina Market For Animal Feed, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 12. Spirulina Market For Other Applications, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 13. Global Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)

Table 14. Global Spirulina Market, By Drug Formulation, By Production Side, 2018–2026, (\$Million)

Table 15. Spirulina Market For Powder, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 16. Spirulina Market For Tablet & Capsule, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 17. Spirulina Market For Liquid, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 18. Spirulina Market For Granule & Gelling Agent, By Region, By Consumption Side, 2018–2026, (\$Million)

Table 19. Spirulina Market, By Region, By Consumption Side, 2018–2026, (\$Million)



- Table 20. Spirulina Market, By Region, By Consumption Side, 2018–2026, (Tons)
- Table 21. Spirulina Market, By Region, By Production Side, 2018–2026, (\$Million)
- Table 22. North America Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 23. North America Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 24. North America Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 25. North America Spirulina Market, By Country, By Consumption Side, 2018–2026, (\$Million)
- Table 26. North America Spirulina Market, By Country, By Consumption Side, 2018–2026, (Tons)
- Table 27. North America Spirulina Market, By Country, By Production Side, 2018–2026, (\$Million)
- Table 28. U.S. Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 29. U.S. Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 30. U.S. Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 31. Canada Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 32. Canada Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 33. Canada Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 34. Mexico Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 35. Mexico Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 36. Mexico Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 37. Europe Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 38. Europe Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 39. Europe Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 40. Europe Spirulina Market, By Country, By Consumption Side, 2018–2026, (\$Million)



- Table 41. Europe Spirulina Market, By Country, By Consumption Side, 2018–2026, (Tons)
- Table 42. Europe Spirulina Market, By Country, By Production Side, 2018–2026, (\$Million)
- Table 43. Germany Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 44. Germany Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 45. Germany Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 46. France Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 47. France Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 48. France Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 49. Uk Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 50. Uk Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 51. Uk Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 52. Italy Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 53. Italy Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 54. Italy Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 55. Spain Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 56. Spain Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 57. Spain Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 58. Rest of Europe Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 59. Rest of Europe Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 60. Rest of Europe Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 61. Asia-Pacific Spirulina Market, By Type, By Consumption Side, 2018–2026,



(\$Million)

- Table 62. Asia-Pacific Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 63. Asia-Pacific Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 64. Asia-Pacific Spirulina Market, By Country, By Consumption Side, 2018–2026, (\$Million)
- Table 65. Asia-Pacific Spirulina Market, By Country, By Consumption Side, 2018–2026, (Tons)
- Table 66. Asia-Pacific Spirulina Market, By Country, By Production Side, 2018–2026, (\$Million)
- Table 67. Japan Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 68. Japan Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 69. Japan Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 70. China Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 71. China Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 72. China Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 73. India Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million) Table 74. India Spirulina Market, By Application, By Consumption Side, 2018–2026,

(\$Million)

- Table 75. India Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 76. Australia Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 77. Australia Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 78. Australia Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)
- Table 79. Rest of Asia-Pacific Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)
- Table 80. Rest of Asia-Pacific Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)
- Table 81. Rest of Asia-Pacific Spirulina Market, By Drug Formulation, By Consumption



Side, 2018–2026, (\$Million)

Table 82. Lamea Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)

Table 83. Lamea Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)

Table 84. Lamea Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)

Table 85. Lamea Spirulina Market, By Country, By Consumption Side, 2018–2026, (\$Million)

Table 86. Lamea Spirulina Market, By Country, By Consumption Side, 2018–2026, (Tons)

Table 87. Lamea Spirulina Market, By Country, By Production Side, 2018–2026, (\$Million)

Table 88. Brazil Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)

Table 89. Brazil Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)

Table 90. Brazil Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)

Table 91. South Africa Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)

Table 92. South Africa Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)

Table 93. South Africa Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)

Table 94. Rest of Lamea Spirulina Market, By Type, By Consumption Side, 2018–2026, (\$Million)

Table 95. Rest of Lamea Spirulina Market, By Application, By Consumption Side, 2018–2026, (\$Million)

Table 96. Rest of Lamea Spirulina Market, By Drug Formulation, By Consumption Side, 2018–2026, (\$Million)

Table 97. Algenol: Company Snapshot

Table 98. Algenol: Operating Segments

Table 99. Algenol: Product Portfolio

Table 100. Cabassi & Giuriati: Company Snapshot

Table 101. Cabassi & Giuriati: Operating Segments

Table 102. Chr. Hansen: Operating Segments

Table 103. Chr Hansen: Product Portfolio

Table 104. Cyane: Company Snapshot

Table 105. Cyane: Product Portfolio



- Table 106. Cyanotech: Company Snapshot
- Table 107. Cyanotech: Operating Segments
- Table 108. Cyanotech: Product Portfolio
- Table 109. Ddw Inc: Company Snapshot
- Table 110. Ddw Inc: Operating Segments:
- Table 111. Ddw Inc: Product Portfolio
- Table 112. Dic: Company Snapshot
- Table 113. Dic: Operating Segments
- Table 114. Dic: Product Portfolio
- Table 115. D?hler: Company Snapshot
- Table 116. D?hler: Operating Segments
- Table 117. D?hler: Product Portfolio
- Table 118. Dongtai: Company Snapshot
- Table 119. Dongtai: Operating Segments
- Table 120. Dongtai: Product Portfolio
- Table 121. Echlorial: Company Snapshot
- Table 122. Echlorial: Operating Segments
- Table 123. Echlorial Product Portfolio
- Table 124. Parry: Company Snapshot
- Table 125. Parry: Operating Segments
- Table 126. Parry: Product Portfolio
- Table 127. Givaudan: Company Snapshot
- Table 128. Givaudan: Operating Segments
- Table 129. Givaudan: Product Portfolio
- Table 130. Prolgae: Company Snapshot
- Table 131. Prolgae: Operating Segments
- Table 132. Pond Technologies Inc: Company Snapshot
- Table 133. Pond Technologies Inc: Operating Segments
- Table 134. Pond Technologies Inc: Product Portfolio
- Table 135. Sensient: Company Snapshot
- Table 136. Sensient: Operating Segments
- Table 137. Sensient: Product Portfolio



List Of Figures

LIST OF FIGURES

Figure 01. Top Investment Pockets, 2018

Figure 02. Parent Market

Figure 03. Moderate Bargaining Power of Suppliers

Figure 04. High Bargaining Power of Buyers

Figure 05. High Threat of New Entrants

Figure 06. Moderate Threat of Substitutes

Figure 07. High Intensity of Rivalry

Figure 08. Pricing Analysis, By Region, 2019 & 2026

Figure 09. Value Chain Analysis

Figure 10. Industry Pain Point Analysis

Figure 11. Patent Analysis, By Region

Figure 12. Patent Analysis, By Applicant

Figure 13. Patent Analysis, By Year

Figure 14. Market Share Analysis, 2018

Figure 15. Global Spirulina Market For Arthrospira Platensis, By Production Side, 2018-2026 (\$Million)

Figure 16. Comparative Share Analysis of Spirulina Market For Arthrospira Platensis, By Country, 2018 & 2026 (%)

Figure 17. Global Spirulina Market For Arthrospira Maxima, By Production Side, 2018-2026 (\$Million)

Figure 18. Comparative Share Analysis of Spirulina Market For Arthrospira Maxima, By Country, 2018 & 2026 (%)

Figure 19. Global Spirulina Market For Nutraceuticals, By Production Side, 2018-2026 (\$Million)

Figure 20. Comparative Share Analysis of Spirulina Market For Nutraceuticals, By Country, 2018 & 2026 (%)

Figure 21. Global Spirulina Market For Cosmetics, By Production Side, 2018-2026 (\$Million)

Figure 22. Comparative Share Analysis of Spirulina Market For Cosmetics, By Country, 2018 & 2026 (%)

Figure 23. Global Spirulina Market For Food And Beverages, By Production Side, 2018-2026 (\$Million)

Figure 24. Comparative Share Analysis of Spirulina Market For Food And Beverages, By Country, 2018 & 2026 (%)

Figure 25. Global Spirulina Market For Animal Feed, By Production Side, 2018-2026



(\$Million)

Figure 26. Comparative Share Analysis of Spirulina Market For Animal Feed, By Country, 2018 & 2026 (%)

Figure 27. Global Spirulina Market For Other Spirulina, By Production Side, 2018-2026 (\$Million)

Figure 28. Comparative Share Analysis of Spirulina Market For Other Applications, By Country, 2018 & 2026 (%)

Figure 29. Global Spirulina Market For Powder, By Production Side, 2018-2026 (\$Million)

Figure 30. Comparative Share Analysis of Spirulina Market For Powder, By Country, 2018 & 2026 (%)

Figure 31. Global Spirulina Market For Tablet & Capsule, By Production Side, 2018-2026 (\$Million)

Figure 32. Comparative Share Analysis of Spirulina Market For Tablet & Capsule, By Country, 2018 & 2026 (%)

Figure 33. Global Spirulina Market For Liquid, By Production Side, 2018-2026 (\$Million)

Figure 34. Comparative Share Analysis of Spirulina Market For Liquid, By Country, 2018 & 2026 (%)

Figure 35. Global Spirulina Market For Granule & Gelling, By Production Side, 2018-2026 (\$Million)

Figure 36. Comparative Share Analysis of Spirulina Market For Granule & Gelling Agent, By Country, 2018 & 2026 (%)

Figure 37. Chr Hansen: Revenue, 2015–2017 (\$Million)

Figure 38. Chr Hansen: Revenue Share By Segment, 2017 (%)

Figure 39. Chr Hansen: Revenue Share By Region, 2017 (%)

Figure 40. Cyanotech: Net Sales, 2015–2017 (\$Million)

Figure 41. Cyanotech: Revenue Share By Region, 2017 (%)

Figure 42. Cyanotech: Revenue Share By Region, 2017 (%)

Figure 43. Dic: Net Sales, 2016–2018 (\$Million)

Figure 44. Dic: Revenue Share By Product, 2018 (%)

Figure 45. Dic: Revenue Share By Region, 2018 (%)

Figure 46. Parry: Net Sales, 2015–2017 (\$Million)

Figure 47. Parry: Revenue Share By Product, 2017 (%)

Figure 48. Parry: Revenue Share By Geography, 2017 (%)

Figure 49. Givaudan: Net Sales, 2015–2017 (\$Million)

Figure 50. Givaudan: Revenue Share By Segment, 2017 (%)

Figure 51. Givaudan: Revenue Share By Region, 2017 (%)

Figure 52. Sensient: Net Sales, 2016–2018 (\$Million)

Figure 53. Sensient: Revenue Share By Product, 2018 (%)



Figure 54. Sensient: Revenue Share By Region, 2018 (%)



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