

# **Global Active Nutraceutical Ingredients Market Size study, by Type (Carotenoids, Fibers & Specialty Carbohydrates, Minerals, Omega-3 Fatty Acids, Phytochemical & Plant Extracts, Proteins & Amino Acids, Vitamins), by Form (Dry, Liquid), by Health Benefit (Bone Health, Gut Health, Heart Health, Immunity, Nutrition, Weight Management), by Application (Animal Nutrition, Dietary Supplements, Functional Beverages, Functional Food), by Distribution Channel (Offline, Online) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Active Nutraceutical Ingredients Market is valued at approximately USD 227.34 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.11% over the forecast period 2024-2032. Active nutraceutical ingredients are crucial in formulating products aimed at enhancing health, preventing chronic diseases, and improving life expectancy. The increasing awareness of health and well-being is driving individuals to seek products offering additional nutritional benefits. Innovations in extraction and processing technologies have facilitated the isolation and incorporation of these active ingredients into various products. Government policies supporting the safe use of these ingredients have bolstered market growth. However, the diverse and stringent regulations across different regions complicate market entry and expansion. The need for clinical trials to substantiate health claims, which are time-consuming and costly, also poses a challenge to market growth. Advances in genomics and biotechnology enable personalized nutrition solutions, tailoring products to individual

health needs and preferences. The rise in vegetarianism and veganism opens new avenues for plant-based nutraceuticals, appealing to a broader demographic.

The market is segmented by type, form, health benefit, application, and distribution channel. Carotenoids are pigmented nutrients found in plants, known for their antioxidant properties and roles in eye health and immune function. Fibers & specialty carbohydrates include dietary fibers and carbohydrates that enhance digestive health and aid in weight management. Minerals such as calcium, magnesium, and zinc are integral for bone health, metabolic processes, and immune function. Omega-3 fatty acids are essential for cardiovascular health, brain function, and inflammation regulation. Phytochemical & plant extracts are recognized for their anti-inflammatory, antioxidant, and other health-promoting properties. Probiotics, beneficial live bacteria and yeasts, are essential for maintaining gut flora balance, supporting digestive health, and enhancing immune response. Vitamins are essential nutrients needed for various bodily functions, including immunity, energy metabolism, and skin health.

In terms of form, the dry form of active nutraceutical ingredients includes powders and granulates, known for their stability and shelf-life. This form is extensively used in tablets, capsules, and powdered beverage supplements. The liquid form is valued for its homogeneity, ensuring an even distribution of the active ingredient in liquid formulations such as beverages, syrups, and oils. The liquid form is particularly favorable for applications targeting demographics with pill fatigue or difficulties in swallowing solid forms.

The market's health benefit segment includes bone health, gut health, heart health, immunity, nutrition, and weight management. Products aimed at improving bone health focus on ingredients rich in calcium, vitamin D3, and magnesium. Gut health products emphasize probiotics, prebiotics, and fibrous ingredients that aid in digestion and support a healthy microbiome. Heart health products include ingredients such as omega-3 fatty acids, plant sterols, and fibers that help reduce cholesterol levels and lower the risk of heart disease. Immunity products focus on vitamins (C and D), minerals (zinc, selenium), and botanical extracts that boost the immune system. Nutrition products include a range of micronutrients, protein supplements, and essential fatty acids aimed at general well-being and addressing nutritional deficiencies. Weight management products emphasize ingredients that can enhance metabolism, reduce fat absorption, or induce satiety.

In terms of application, active nutraceutical ingredients are used in animal nutrition, dietary supplements, functional beverages, functional food, and personal care. The

offline distribution channel encompasses brick-and-mortar stores such as specialty health stores, supermarkets, pharmacies, and direct selling. The online segment includes eCommerce platforms and official company websites, catering to consumers seeking convenience, competitive pricing, and access to a global product range.

The key regions considered for the global Active Nutraceutical Ingredients Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Active Nutraceutical Ingredients Market in terms of revenue. Rising awareness regarding health and wellness among North American consumers is a key driver for the nutraceutical market. This leads to a larger potential customer base for products containing active nutraceutical ingredients. Also, the increasing demand for fortified food and functional beverages in North America further strengthens the market for active ingredients used in these products. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period owing to the presence of massive and growing consumer base with rising disposable income. This resulting to increased spending on preventive healthcare and proactive wellness approaches, fueling demand for nutraceutical ingredients

Major market players included in this report are:

Ajinomoto Co., Inc.

Archer-Daniels-Midland Company

Arla Foods amba

Associated British Foods PLC

Balchem Corporation

Barrington Chemical Corporation

BASF SE

BI Nutraceuticals, Inc. by MB Holding GmbH & Co. KG

Biovedic Nutraceutical

Cargill, Incorporated

ChromaDex Corporation

Corbion NV

Divi's Laboratories Limited

DuPont de Nemours, Inc.

Evonik Industries AG

The detailed segments and sub-segment of the market are explained below:

By Type:

Carotenoids

Fibers & Specialty Carbohydrates

Minerals

Omega-3 Fatty Acids

Phytochemical & Plant Extracts

Proteins & Amino Acids

Vitamins

By Form:

Dry

Liquid

By Health Benefit:

Bone Health

Gut Health

Heart Health

Immunity

Nutrition

Weight Management

By Application:

Animal Nutrition

Dietary Supplements

Functional Beverages

Functional Food

By Distribution Channel:

Offline

Online

By Region:

North America

U.S.

Canada

## Europe

UK

Germany

France

Spain

Italy

ROE

## Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

## Latin America

Brazil

Mexico

## Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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