

# **Global Amaranth Market Size study & Forecast, by Product (Amaranth Seed, Amaranth Leaf, Amaranth Oil, Amaranth Flour), by Application (Food and Beverages, Personal Care, Pharmaceuticals, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Amaranth Market is valued at approximately USD 10.04 billion in 2017 and is anticipated to grow with a healthy growth rate of more than 11.3% over the forecast period 2023-2030.

Amaranthus is a widely distributed plant genus that includes annual or short-lived perennial species known as amaranths. Within this diverse group, some amaranth species are intentionally grown for their edible leaves, used as pseudocereals, or appreciated for their ornamental qualities. During the summer or autumn, amaranths produce dense clusters of flowers that resemble catkins. What makes amaranths particularly fascinating is their wide spectrum of striking pigments, which can be seen in the colorful variations of their flowers, leaves, and stems, ranging from maroon to crimson. The market is being driven by factors such as rising consumer interest in leading healthy lifestyles and increasing use of essential oils in the beauty industry and food and beverage sector.

The increasing demand for natural and organic cosmetics and personal care products has become a significant driver of growth in the Amaranth market. Consumers are becoming more conscious of the ingredients used in the products they apply to their skin and hair. This awareness has led to a rising preference for products that are free from synthetic chemicals, additives, and preservatives. The versatility of Amaranth in various product formulations, such as natural moisturizers, shampoos, and skin creams, allows it to cater to a wide range of consumer needs. As a result, the Amaranth market

is witnessing increased demand from cosmetic and personal care manufacturers who are keen to meet the surging market interest in natural and organic products. According to Statista, Global market value for natural and organic cosmetics and personal care in year 2020 stood at USD 33.4 billion which increased to USD 37 billion in year 2022 and it is projected to reach at USD 56 billion by year 2030. Thus, rising demand for natural and organic cosmetics and personal care is driving the market growth. In addition, growing interest in plant-based and vegan diets and rising research and development activities is creating new opportunities to the market growth

The key regions considered for the Global Amaranth Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is the leading market region for the market place in year 2022. The regional market is poised for growth due to the rising demand for squalene, primarily derived from amaranth products. This surge is driven by squalene's beneficial characteristics, such as its anti-inflammatory, antioxidant, and anti-aging properties. Furthermore, the regional market is expected to benefit from the pharmaceutical industry's increasing inclination toward creating innovative medicines using bio-based raw materials, a trend that is likely to have a positive impact in the years ahead. While Asia Pacific is expected to be the fastest-growing market region for amaranth due to the growing demand for gluten-free and organic food products in the region, growth in disposable incomes and the expanding population, particularly in countries like India and China. Notably, the anti-aging product segment has gained significant popularity, primarily driven by increased consumption among adult age groups in China. Additionally, the market's allure is heightened by substantial investments in research and development, leading to the introduction of advanced and innovative products that cater to evolving consumer demands.

Major market player included in this report are:

RusOliva Pvt. Ltd

Flaveko Trade Spol s.r.o

Nu-World Foods Inc

Dk Mass S.R.O

AMR Amaranth A.S.

Irel Nans Products Pvt Ltd.

Amaranth Bio Company

Proderna Biotech

Flavex Naturextracte Gmbh

AMR Amaranth A.S

Recent Developments in the Market:

In February 2019, Marico Ltd. Launched a range of healthy gourmet products under 'Saffola FITTIFY Gourmet'. The product line comprises of Hi-Protein Slim Meal Shakes containing a blend of five superfoods-moringa, amaranth, quinoa, buckwheat and turmeric. The products are gluten-free, preservatives-free and also free from any added artificial colours and flavours.

Global Amaranth Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Application, Region.

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Amaranth Seed

Amaranth Leaf

Amaranth Oil

Amaranth Flour

**By Application:**

Food and Beverages

Personal Care

Pharmaceuticals

Others

**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

Rest of Middle East & Africa

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