

Global Murumuru Butter Market Size study & Forecast, by Nature (Conventional, Organic), by End-Use (Hair Care, Skincare, Lip Care), by Distribution Channel (B2B, B2C) and Regional Analysis, 2022-2029

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Abstracts

Global Murumuru Butter Market is valued at approximately USD 802 Million in 2021 and is anticipated to grow with a healthy growth rate of more than 8.4% over the forecast period 2022-2029. Murumuru Butter is a white-yellow fat and is extracted from the seeds of *Astrocaryum murumuru*. Murumuru is a palm tree native to the Amazon rainforest. Murumuru butter contains lauric, myristic, and oleic acids among others. It is widely used across cosmetics and personal care industry for the formulation of hair care and skincare products. Moreover, due to its anti-inflammatory properties, it is also used in the treatment of eczema and other skin conditions. The increasing demand for vegan cosmetics products and growing usage of Murumuru butter in different beauty products are key factors driving the market growth.

The rising demand for vegan cosmetics products is contributing towards the growth of the Global Murumuru Butter Market. For instance – in 2019, the global vegan cosmetics market was valued at USD 14.42 billion, and the market is projected to grow to USD 20.8 billion by 2025. Additionally, as per a consumer survey conducted by Statista in the USA in 2021 – around 32 percent of surveyed participants belonging to Generation Z showed their interest in buying vegan cosmetics products, whereas around 28 percent of millennials preferred vegan cosmetics products. Also, rising number of geriatric individuals and growing expansion of e-commerce platforms in developing regions would create a lucrative growth prospectus for the market over the forecast period. However, the high extraction cost of Murumuru Butter and limited supply of murumuru nuts stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Murumuru Butter Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the increasing demand for organic cosmetics products and availability of leading market players in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising penetration of leading market players and increasing demand for vegan personal care products from females in the region.

Major market players included in this report are:

Jarchem Innovative Ingredients LLC

Liberty Natural Products

Caribbean Natural Products Inc

Beraca Ingredients Naturais Sa

Lush Retail Limited

Nsi Group, LLC

Vigon International, Inc

Hallstar Company

H.F.Ed. Meyer GmbH & Co. KG

O&3 Limited

Recent Developments in the Market:

In December 2022, Germany based haircare brand Wella AG, launched its new dual usage moisturising day cream, made with ethically sourced murumuru butter. This ingredient is known for its moisturizing properties.

Global Murumuru Butter Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Nature, End-Use, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Nature

Conventional

Organic

By End-Use

Hair Care

Skincare

Lip Care

By Distribution Channel

B2B

B2C

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
RoLA
Rest of the World

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