

# **Global Wheat Germ Oil Market Size study, By End User (Cosmetics & Personal Care Industry, Dietary Supplements, Pharmaceuticals, Food & Beverages Industry, Feed Industry, Others) By Distribution (B2B, B2C), By Production (Organic, Conventional), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Wheat Germ Oil Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Wheat germ is a nutritionally food with a dry, flour-like consistency. It includes embryos that were extracted from wheat grains. The term 'wheat germ oil' describes an oil made from wheat germ. It has a number of vital minerals, including omega-3 fatty acids, calcium, vitamin B, iron, and others. Eczema and other itchy skin can be treated with wheat germ oil. It also protects against sunburn. The key factor driving the market growth of Wheat Germ Oil market is rising demand in beauty and cosmetics industry for the skin care products. Thus, the growing beauty and cosmetics industry lucrative will creates the lucrative demand for the product during forecast period. For instance, according to Statista, in 2010 the revenue of the cosmetic and beauty industry in the United States was USD 44.6 billion and the number reached USD 48.26 billion in 2021. Additionally, another factor driving the market growth is growing number of wheat germ oil-based dietary supplements and an increase in consumer awareness of the potential health benefits of naturally sourced wheat oil, such as insulin regulation and a lowered risk of cardiovascular diseases, as well as an increase in the popularity of naturally produced supplements among athletes and celebrities. Also, growing demand in end use industry are anticipated to act as a catalyzing factor for the market demand during

the forecast period. However, high cost of the wheat germ oil impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Wheat Germ Oil Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing demand in food and beverages industry and rise in the awareness on skincare and changing consumer perceptions of dermatological aspect of healthcare in this region. Whereas, Europe is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such growing demand in beauty and cosmetics industry, would create lucrative growth prospects for the global Wheat Germ Oil Market across the Europe region.

Major market players included in this report are:

NutriPlex Formula's  
Kunhua biological technology  
Zonghoo  
Herbal Biosolutions  
Viobin USA  
Country Life  
Swanson Health Products  
Connoils  
GNLD International  
Navchetna Kendra

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 End User

Cosmetics & Personal Care Industry

Dietary Supplements

Pharmaceuticals

Food & Beverages Industry

Feed Industry

Others

By Distribution

B2B

B2C

By Production

Organic

Conventional

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Wheat Germ Oil Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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