

# **Global White Mulberry Leaves Extract Market Size study, By Type (Organic, Conventional), By Form (Powder, Liquid, Capsule), By Application (Food and Beverage, Cosmetics and personal Care, Nutraceuticals, Pharmaceuticals, Others), and Regional Forecasts 2022-2028**

<https://marketpublishers.com/r/GC575FC3A6F8EN.html>

Date: June 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GC575FC3A6F8EN

## **Abstracts**

Global White Mulberry Leaves Extract 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 White mulberry is an herb. White mulberry is native to Northern China, however it is also grown and cultivated in other parts of the world such as United States, Mexico, Australia, Kyrgyzstan, Argentina, Turkey, and Iran among others. These are considered as good source of iron, vitamin C, and several plant compounds. White Mulberry leaves have application in different industries such as Food and Beverage, Cosmetics and personal Care, Nutraceuticals, Pharmaceuticals. The rising consumption of nutraceuticals and supplements and increasing demand for cosmetics & wellness products as well as recent strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, according to Statista – during 2019, the market value of nutraceuticals in the United States was estimated at USD 82.74 billion and it is projected to grow to USD 133.4 billion U.S. dollars by 2025. Moreover, as per Statista - In 2019, in United Kingdom the market size of vitamin and mineral supplements was estimated at USD 15.5 billion. This amount is projected to grow to USD 22.8 billion U.S. by 2025. Furthermore, leading market players are stressing on partnership agreements to increase their geographical footprints. For instance, in October 2021, Oxford shire, GB based PHYNOVA Group Ltd entered in a partnership with Kuala Lumpur, Malaysia based Membrahealth Marketing (M) Sdn Bhd for distribution of Phynova's patented and clinically researched White

Mulberry Leaf extract Reducose. This partnership intended for distribution of Reducose to Malaysian customers as well as for joint promotion of the health benefits of Reducose. Also, growing number of health-conscious individuals coupled with surging pharmaceuticals industry in emerging economies are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, a high extraction cost associated with white mulberry leaves extract impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global White Mulberry Leaves Extract 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 for plant-based products and increasing number of health-conscious individuals. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving growth of cosmetics industry and increasing adoption of herbal medicines in the region, would create lucrative growth prospects for the White Mulberry Leaves Extract Market across the Asia Pacific region.

Major market players included in this report are:

Swanson Health Products

Nutra Business

Xi'an Greena Biotech Co. Ltd.

Nu Vitality

Bio Nutrition, Inc, iherb, Inc.

Astrida Naturals

Navitas Naturals

Immortalitea

Phytotech Extracts Pvt Ltd

Nans Products

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 Type:

Organic

Conventional

By Form:

Powder

Liquid

Capsule

By Application:

Food and Beverage

Cosmetics and personal Care

Nutraceuticals

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

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 White Mulberry Leaves Extract 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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