

# Global Guarana Market Research Report 2024, Forecast to 2032

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## Abstracts

### Report Overview

Guarana can be defined as a substance that is produced from the seeds of a woody perennial shrub found mainly in Brazil. It is primarily used as a stimulant due to its high content of caffeine. It is also used to treat various diseases such as low blood pressure, diarrhoea, cardiac problems, headache, fever, and joint pain among others. Furthermore, Guarana is also used as a flavouring ingredient in beverages and confectioneries.

The global Guarana market size was estimated at USD 144.20 million in 2023 and is projected to reach USD 288.26 million by 2032, exhibiting a CAGR of 8.00% during the forecast period.

North America Guarana market size was estimated at USD 42.90 million in 2023, at a CAGR of 6.86% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Guarana market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Guarana Market, this report introduces in detail the market share, market

performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Guarana market in any manner.

## Global Guarana Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Ambev

Duas Rodas Industrial

Herboflora

IRIS TRADE

Prover Brasil for Export

The Green Labs

Vitaspice

### Market Segmentation (by Type)

Liquid

Powdered

## Market Segmentation (by Application)

Beverages

Confectionery

Others

## Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

## Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Guarana Market

## Overview of the regional outlook of the Guarana Market:

### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through

Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Guarana Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Guarana, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Guarana
- 1.2 Key Market Segments
  - 1.2.1 Guarana Segment by Type
  - 1.2.2 Guarana Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 GUARANA MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Guarana Market Size (M USD) Estimates and Forecasts (2019-2032)
  - 2.1.2 Global Guarana Sales Estimates and Forecasts (2019-2032)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 GUARANA MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Guarana Sales by Manufacturers (2019-2024)
- 3.2 Global Guarana Revenue Market Share by Manufacturers (2019-2024)
- 3.3 Guarana Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Guarana Average Price by Manufacturers (2019-2024)
- 3.5 Manufacturers Guarana Sales Sites, Area Served, Product Type
- 3.6 Guarana Market Competitive Situation and Trends
  - 3.6.1 Guarana Market Concentration Rate
  - 3.6.2 Global 5 and 10 Largest Guarana Players Market Share by Revenue
  - 3.6.3 Mergers & Acquisitions, Expansion

### **4 GUARANA INDUSTRY CHAIN ANALYSIS**

- 4.1 Guarana Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials

- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF GUARANA MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 New Product Developments
  - 5.5.2 Mergers & Acquisitions
  - 5.5.3 Expansions
  - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 GUARANA MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Guarana Sales Market Share by Type (2019-2024)
- 6.3 Global Guarana Market Size Market Share by Type (2019-2024)
- 6.4 Global Guarana Price by Type (2019-2024)

## **7 GUARANA MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Guarana Market Sales by Application (2019-2024)
- 7.3 Global Guarana Market Size (M USD) by Application (2019-2024)
- 7.4 Global Guarana Sales Growth Rate by Application (2019-2024)

## **8 GUARANA MARKET CONSUMPTION BY REGION**

- 8.1 Global Guarana Sales by Region
  - 8.1.1 Global Guarana Sales by Region
  - 8.1.2 Global Guarana Sales Market Share by Region
- 8.2 North America
  - 8.2.1 North America Guarana Sales by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada

- 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe Guarana Sales by Country
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 U.K.
  - 8.3.5 Italy
  - 8.3.6 Russia
- 8.4 Asia Pacific
  - 8.4.1 Asia Pacific Guarana Sales by Region
  - 8.4.2 China
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 India
  - 8.4.6 Southeast Asia
- 8.5 South America
  - 8.5.1 South America Guarana Sales by Country
  - 8.5.2 Brazil
  - 8.5.3 Argentina
  - 8.5.4 Columbia
- 8.6 Middle East and Africa
  - 8.6.1 Middle East and Africa Guarana Sales by Region
  - 8.6.2 Saudi Arabia
  - 8.6.3 UAE
  - 8.6.4 Egypt
  - 8.6.5 Nigeria
  - 8.6.6 South Africa

## **9 GUARANA MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Guarana by Region (2019-2024)
- 9.2 Global Guarana Revenue Market Share by Region (2019-2024)
- 9.3 Global Guarana Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Guarana Production
  - 9.4.1 North America Guarana Production Growth Rate (2019-2024)
  - 9.4.2 North America Guarana Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Guarana Production
  - 9.5.1 Europe Guarana Production Growth Rate (2019-2024)

- 9.5.2 Europe Guarana Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Guarana Production (2019-2024)
  - 9.6.1 Japan Guarana Production Growth Rate (2019-2024)
  - 9.6.2 Japan Guarana Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Guarana Production (2019-2024)
  - 9.7.1 China Guarana Production Growth Rate (2019-2024)
  - 9.7.2 China Guarana Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

- 10.1 Ambev
  - 10.1.1 Ambev Guarana Basic Information
  - 10.1.2 Ambev Guarana Product Overview
  - 10.1.3 Ambev Guarana Product Market Performance
  - 10.1.4 Ambev Business Overview
  - 10.1.5 Ambev Guarana SWOT Analysis
  - 10.1.6 Ambev Recent Developments
- 10.2 Duas Rodas Industrial
  - 10.2.1 Duas Rodas Industrial Guarana Basic Information
  - 10.2.2 Duas Rodas Industrial Guarana Product Overview
  - 10.2.3 Duas Rodas Industrial Guarana Product Market Performance
  - 10.2.4 Duas Rodas Industrial Business Overview
  - 10.2.5 Duas Rodas Industrial Guarana SWOT Analysis
  - 10.2.6 Duas Rodas Industrial Recent Developments
- 10.3 Herboflora
  - 10.3.1 Herboflora Guarana Basic Information
  - 10.3.2 Herboflora Guarana Product Overview
  - 10.3.3 Herboflora Guarana Product Market Performance
  - 10.3.4 Herboflora Guarana SWOT Analysis
  - 10.3.5 Herboflora Business Overview
  - 10.3.6 Herboflora Recent Developments
- 10.4 IRIS TRADE
  - 10.4.1 IRIS TRADE Guarana Basic Information
  - 10.4.2 IRIS TRADE Guarana Product Overview
  - 10.4.3 IRIS TRADE Guarana Product Market Performance
  - 10.4.4 IRIS TRADE Business Overview
  - 10.4.5 IRIS TRADE Recent Developments
- 10.5 Prover Brasil for Export
  - 10.5.1 Prover Brasil for Export Guarana Basic Information

- 10.5.2 Prover Brasil for Export Guarana Product Overview
- 10.5.3 Prover Brasil for Export Guarana Product Market Performance
- 10.5.4 Prover Brasil for Export Business Overview
- 10.5.5 Prover Brasil for Export Recent Developments
- 10.6 The Green Labs
  - 10.6.1 The Green Labs Guarana Basic Information
  - 10.6.2 The Green Labs Guarana Product Overview
  - 10.6.3 The Green Labs Guarana Product Market Performance
  - 10.6.4 The Green Labs Business Overview
  - 10.6.5 The Green Labs Recent Developments
- 10.7 Vitaspice
  - 10.7.1 Vitaspice Guarana Basic Information
  - 10.7.2 Vitaspice Guarana Product Overview
  - 10.7.3 Vitaspice Guarana Product Market Performance
  - 10.7.4 Vitaspice Business Overview
  - 10.7.5 Vitaspice Recent Developments

## **11 GUARANA MARKET FORECAST BY REGION**

- 11.1 Global Guarana Market Size Forecast
- 11.2 Global Guarana Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Guarana Market Size Forecast by Country
  - 11.2.3 Asia Pacific Guarana Market Size Forecast by Region
  - 11.2.4 South America Guarana Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Consumption of Guarana by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

- 12.1 Global Guarana Market Forecast by Type (2025-2032)
  - 12.1.1 Global Forecasted Sales of Guarana by Type (2025-2032)
  - 12.1.2 Global Guarana Market Size Forecast by Type (2025-2032)
  - 12.1.3 Global Forecasted Price of Guarana by Type (2025-2032)
- 12.2 Global Guarana Market Forecast by Application (2025-2032)
  - 12.2.1 Global Guarana Sales (K MT) Forecast by Application
  - 12.2.2 Global Guarana Market Size (M USD) Forecast by Application (2025-2032)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Guarana Market Size Comparison by Region (M USD)
- Table 5. Global Guarana Sales (K MT) by Manufacturers (2019-2024)
- Table 6. Global Guarana Sales Market Share by Manufacturers (2019-2024)
- Table 7. Global Guarana Revenue (M USD) by Manufacturers (2019-2024)
- Table 8. Global Guarana Revenue Share by Manufacturers (2019-2024)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Guarana as of 2022)
- Table 10. Global Market Guarana Average Price (USD/MT) of Key Manufacturers (2019-2024)
- Table 11. Manufacturers Guarana Sales Sites and Area Served
- Table 12. Manufacturers Guarana Product Type
- Table 13. Global Guarana Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Guarana
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Guarana Market Challenges
- Table 22. Global Guarana Sales by Type (K MT)
- Table 23. Global Guarana Market Size by Type (M USD)
- Table 24. Global Guarana Sales (K MT) by Type (2019-2024)
- Table 25. Global Guarana Sales Market Share by Type (2019-2024)
- Table 26. Global Guarana Market Size (M USD) by Type (2019-2024)
- Table 27. Global Guarana Market Size Share by Type (2019-2024)
- Table 28. Global Guarana Price (USD/MT) by Type (2019-2024)
- Table 29. Global Guarana Sales (K MT) by Application
- Table 30. Global Guarana Market Size by Application
- Table 31. Global Guarana Sales by Application (2019-2024) & (K MT)
- Table 32. Global Guarana Sales Market Share by Application (2019-2024)
- Table 33. Global Guarana Sales by Application (2019-2024) & (M USD)

- Table 34. Global Guarana Market Share by Application (2019-2024)
- Table 35. Global Guarana Sales Growth Rate by Application (2019-2024)
- Table 36. Global Guarana Sales by Region (2019-2024) & (K MT)
- Table 37. Global Guarana Sales Market Share by Region (2019-2024)
- Table 38. North America Guarana Sales by Country (2019-2024) & (K MT)
- Table 39. Europe Guarana Sales by Country (2019-2024) & (K MT)
- Table 40. Asia Pacific Guarana Sales by Region (2019-2024) & (K MT)
- Table 41. South America Guarana Sales by Country (2019-2024) & (K MT)
- Table 42. Middle East and Africa Guarana Sales by Region (2019-2024) & (K MT)
- Table 43. Global Guarana Production (K MT) by Region (2019-2024)
- Table 44. Global Guarana Revenue (US\$ Million) by Region (2019-2024)
- Table 45. Global Guarana Revenue Market Share by Region (2019-2024)
- Table 46. Global Guarana Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 47. North America Guarana Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 48. Europe Guarana Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 49. Japan Guarana Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 50. China Guarana Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 51. Ambev Guarana Basic Information
- Table 52. Ambev Guarana Product Overview
- Table 53. Ambev Guarana Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 54. Ambev Business Overview
- Table 55. Ambev Guarana SWOT Analysis
- Table 56. Ambev Recent Developments
- Table 57. Duas Rodas Industrial Guarana Basic Information
- Table 58. Duas Rodas Industrial Guarana Product Overview
- Table 59. Duas Rodas Industrial Guarana Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 60. Duas Rodas Industrial Business Overview
- Table 61. Duas Rodas Industrial Guarana SWOT Analysis
- Table 62. Duas Rodas Industrial Recent Developments
- Table 63. Herboflora Guarana Basic Information
- Table 64. Herboflora Guarana Product Overview
- Table 65. Herboflora Guarana Sales (K MT), Revenue (M USD), Price (USD/MT) and

Gross Margin (2019-2024)

Table 66. Herboflora Guarana SWOT Analysis

Table 67. Herboflora Business Overview

Table 68. Herboflora Recent Developments

Table 69. IRIS TRADE Guarana Basic Information

Table 70. IRIS TRADE Guarana Product Overview

Table 71. IRIS TRADE Guarana Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 72. IRIS TRADE Business Overview

Table 73. IRIS TRADE Recent Developments

Table 74. Prover Brasil for Export Guarana Basic Information

Table 75. Prover Brasil for Export Guarana Product Overview

Table 76. Prover Brasil for Export Guarana Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 77. Prover Brasil for Export Business Overview

Table 78. Prover Brasil for Export Recent Developments

Table 79. The Green Labs Guarana Basic Information

Table 80. The Green Labs Guarana Product Overview

Table 81. The Green Labs Guarana Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 82. The Green Labs Business Overview

Table 83. The Green Labs Recent Developments

Table 84. Vitaspice Guarana Basic Information

Table 85. Vitaspice Guarana Product Overview

Table 86. Vitaspice Guarana Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 87. Vitaspice Business Overview

Table 88. Vitaspice Recent Developments

Table 89. Global Guarana Sales Forecast by Region (2025-2032) & (K MT)

Table 90. Global Guarana Market Size Forecast by Region (2025-2032) & (M USD)

Table 91. North America Guarana Sales Forecast by Country (2025-2032) & (K MT)

Table 92. North America Guarana Market Size Forecast by Country (2025-2032) & (M USD)

Table 93. Europe Guarana Sales Forecast by Country (2025-2032) & (K MT)

Table 94. Europe Guarana Market Size Forecast by Country (2025-2032) & (M USD)

Table 95. Asia Pacific Guarana Sales Forecast by Region (2025-2032) & (K MT)

Table 96. Asia Pacific Guarana Market Size Forecast by Region (2025-2032) & (M USD)

Table 97. South America Guarana Sales Forecast by Country (2025-2032) & (K MT)

Table 98. South America Guarana Market Size Forecast by Country (2025-2032) & (M USD)

Table 99. Middle East and Africa Guarana Consumption Forecast by Country (2025-2032) & (Units)

Table 100. Middle East and Africa Guarana Market Size Forecast by Country (2025-2032) & (M USD)

Table 101. Global Guarana Sales Forecast by Type (2025-2032) & (K MT)

Table 102. Global Guarana Market Size Forecast by Type (2025-2032) & (M USD)

Table 103. Global Guarana Price Forecast by Type (2025-2032) & (USD/MT)

Table 104. Global Guarana Sales (K MT) Forecast by Application (2025-2032)

Table 105. Global Guarana Market Size Forecast by Application (2025-2032) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Guarana
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Guarana Market Size (M USD), 2019-2032
- Figure 5. Global Guarana Market Size (M USD) (2019-2032)
- Figure 6. Global Guarana Sales (K MT) & (2019-2032)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Guarana Market Size by Country (M USD)
- Figure 11. Guarana Sales Share by Manufacturers in 2023
- Figure 12. Global Guarana Revenue Share by Manufacturers in 2023
- Figure 13. Guarana Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Guarana Average Price (USD/MT) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Guarana Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Guarana Market Share by Type
- Figure 18. Sales Market Share of Guarana by Type (2019-2024)
- Figure 19. Sales Market Share of Guarana by Type in 2023
- Figure 20. Market Size Share of Guarana by Type (2019-2024)
- Figure 21. Market Size Market Share of Guarana by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Guarana Market Share by Application
- Figure 24. Global Guarana Sales Market Share by Application (2019-2024)
- Figure 25. Global Guarana Sales Market Share by Application in 2023
- Figure 26. Global Guarana Market Share by Application (2019-2024)
- Figure 27. Global Guarana Market Share by Application in 2023
- Figure 28. Global Guarana Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Guarana Sales Market Share by Region (2019-2024)
- Figure 30. North America Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 31. North America Guarana Sales Market Share by Country in 2023
- Figure 32. U.S. Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 33. Canada Guarana Sales (K MT) and Growth Rate (2019-2024)

- Figure 34. Mexico Guarana Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 36. Europe Guarana Sales Market Share by Country in 2023
- Figure 37. Germany Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 38. France Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 39. U.K. Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 40. Italy Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 41. Russia Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 42. Asia Pacific Guarana Sales and Growth Rate (K MT)
- Figure 43. Asia Pacific Guarana Sales Market Share by Region in 2023
- Figure 44. China Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 45. Japan Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 46. South Korea Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 47. India Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 48. Southeast Asia Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 49. South America Guarana Sales and Growth Rate (K MT)
- Figure 50. South America Guarana Sales Market Share by Country in 2023
- Figure 51. Brazil Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 52. Argentina Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 53. Columbia Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 54. Middle East and Africa Guarana Sales and Growth Rate (K MT)
- Figure 55. Middle East and Africa Guarana Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 57. UAE Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 58. Egypt Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 59. Nigeria Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 60. South Africa Guarana Sales and Growth Rate (2019-2024) & (K MT)
- Figure 61. Global Guarana Production Market Share by Region (2019-2024)
- Figure 62. North America Guarana Production (K MT) Growth Rate (2019-2024)
- Figure 63. Europe Guarana Production (K MT) Growth Rate (2019-2024)
- Figure 64. Japan Guarana Production (K MT) Growth Rate (2019-2024)
- Figure 65. China Guarana Production (K MT) Growth Rate (2019-2024)
- Figure 66. Global Guarana Sales Forecast by Volume (2019-2032) & (K MT)
- Figure 67. Global Guarana Market Size Forecast by Value (2019-2032) & (M USD)
- Figure 68. Global Guarana Sales Market Share Forecast by Type (2025-2032)
- Figure 69. Global Guarana Market Share Forecast by Type (2025-2032)
- Figure 70. Global Guarana Sales Forecast by Application (2025-2032)
- Figure 71. Global Guarana Market Share Forecast by Application (2025-2032)

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