

Global and Japan Moringa Products Market; by Application(Functional Food & Beverages, Nutraceuticals, Pharmaceuticals, Personal Care and Others);by Type (Leaves and Leaf Powder, Oil, Seeds and Others); and Region –Analysis of Market Size, Share & Trends for 2016 – 2019 and Forecasts to 2030

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Abstracts

Product overview

Moringa is the only genus of the Moringaceae flowering plant and is native to the Indian sub-continent. Moringa is currently widely grown in India, the Philippines, African countries, and some areas of the United States and the European Union. For their health benefits, Moringa products are commonly known. Also, moringa products are available in different types, such as moringa tea, moringa oil, moringa leaf powder, and seeds of moringa. The tea made with moringa flowers is known to be a strong medicine and to have nutritional benefits. Moringa leaves contain many anti-aging compounds that reduce the effects of oxidative stress and inflammation including vitamin C, polyphenols, beta-carotene, quercetin, and chlorogenic acid. Moringa helps alleviate fatigue, tiredness, and strengthens the immune system. As a rich source of calcium, Moringa assists in the normal functioning of the digestive system.

Market Highlights

Fatpos Global anticipates the Global and Japan Moringa Products Market to surpass USD 5.4 Billion by 2030, which is valued at 13.05 Billion in 2019 at a compound annual growth rate of 8.59%. Growing customer awareness about the benefits of moringa has led to increased demand for moringa products in end-use industries. The global demand for moringa products is predicted to be experiencing substantial growth over the forecast period. Moringa products are increasingly being used in influencing the

number of moringa growers on the market. Moringa leaves have a low-caloric value that, in turn, contributes to their use in obesity management. Increasing knowledge of these nutritional benefits has led to market development.

Source: Fatpos Global

Global and Japan Moringa Products Market: Segments

The global market has been segmented based on type, application, and region.

By type (in %), Global and Japan Moringa Products Market, 2019

The moringa oil segment is anticipated to register XX% of the volume share.

Global and Japan Moringa Products Market is segmented by type into Leaves and Leaf Powder, Oil, Seeds, and Others. Moringa oil is used extensively in the food and personal care sectors. It is used in skin care products and is used for pollution control and sun damage safety. Moringa oil, which is cold-pressed, is rich in antioxidants. During the forecast period, these factors are expected to drive the growth of the segment.

By Application Type (in %), Global and Japan Moringa Products Market, 2019

The functional food & beverages segment accounted for XX% of the nation's volume in 2019

Global and Japan Moringa Products Market is segmented by application into Functional Food & Beverages, Nutraceuticals, Pharmaceuticals, Personal Care, and Others. Moringa is rich in nutritious content, such as vitamins, minerals, and antioxidants, so there is a high demand for functional foods and beverages, such as energy bars, smoothies, and teas.

Source: Fatpos Global

Global and Japan Moringa Products Market: Market Dynamics

Growing awareness and knowledge to increase the demand for moringa product market
Growing customer awareness about the benefits of moringa has led to increased demand for moringa products in end-use industries. The global demand for moringa products is predicted to be experiencing substantial growth over the forecast period. Moringa products are increasingly being used in influencing the number of moringa growers on the market. Also, demand for organic-certified moringa products is growing

which has generated market growth opportunities. The tree leaves are abundant in minerals such as potassium, calcium, zinc, copper, magnesium, and iron; vitamins such as folic acid, pyridoxine, and nicotinic acid, C, D, and E vitamins; and phytochemicals such as tannins, sterols, terpenoids, and flavonoids. Moringa leaves have a low-caloric value that, in turn, contributes to their use in obesity management. Increasing knowledge of these nutritional benefits has led to market development.

Side effects associated with moringa product usage to hamper the market for moringa products in Japan.

Global and Japan Moringa Products Market: Regions

In terms of value and volume, APAC accounted for XX% of total market volume share in 2019

The largest share of the global market for moringa products was represented by APAC. As the consumption of dietary supplements, pharmaceuticals, and cosmetics increased, the demand for moringa products in India, China, and Japan increased significantly, boosting the overall sales of these products in the APAC region. Growing customer understanding of moringa products' uses and benefits also propels market growth in the region. To diversify the use of Moringa goods, manufacturers also invest in research and development activities. This has also spurred the growth of the demand for moringa products in the APAC region.

The region in Japan segment can be further divided into four major types including Eastern Japan, Northern Japan, Western Japan, and Southern Japan.

Source: Fatpos Global

Japan Moringa Products Market is further segmented by region into:

Eastern Japan Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR
Northern Japan Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR

Western Japan Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR

Southern Japan Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR

Global and Japan Moringa Products Market: Competitive landscape

Key players depend on national and local suppliers to expand their share and their

worldwide economy reach. Mergers and acquisitions are one of the main approaches used in this market. Strategy and business strategy and product introduction are some of the market strategies that the companies operating on the moringa products market have undertaken. These strategies have helped the businesses expand and build a wider base of customers and partners in the key markets. The needs of end-user segments for moringa products change constantly, making continuous investment in R&D and innovative solutions essential for manufacturers.

Global and Japan Moringa Products Market: Key Players

Kuli Inc.

Company Overview

Business Strategy

Key Product Offerings

Financial Performance

Key Performance Indicators

Risk Analysis

Recent Development

Regional Presence

SWOT Analysis

Earth Expo Company

Ancient Greenfields Pvt Ltd.

Grenera Nutrients Pvt. Ltd.

Genius Nature Herbs

Other prominent players

Global and Japan Moringa Products Market report also contains analysis on:

Global and Japan Moringa Products Market Segments:

By Type:

Leaves and Leaf Powder

Oil

Seeds

Others

By Application:

Functional Food & Beverages

Nutraceuticals

Pharmaceuticals

Personal Care

Others

Global and Japan Moringa Products Market Dynamics

Global and Japan Moringa Products Market Size
Supply & Demand
Current Trends/Issues/Challenges
Competition & Companies Involved in the Market
Value Chain of the Market
Market Drivers and Restraints

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**The above-given segmentation and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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