

Global Carrot Powder Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Carrot Powder market size was valued at US\$ 350 million in 2024 and is forecast to a readjusted size of USD 539 million by 2031 with a CAGR of 6.4% during review period.

Carrot powder is made from carrots. The phytonutrients in carrots are: lutein, lycopene, alpha, beta and gamma carotene, zeaxanthin and lutein. These phytonutrients are magical substances that nature can fight against various diseases. Carrots are used to clean the intestines, like any food rich in minerals and fiber. Carrots are rich in alkaline elements that purify and rejuvenate the blood. They nourish the entire system and help maintain the acid-base balance in the body. Carrots are also considered to be a vegetable that helps maintain good vision.

Carrot Powder Market Trends

Health and Wellness Focus: The increasing consumer focus on health and wellness has significantly influenced the carrot powder market. Carrot powder is rich in vitamins, minerals, and antioxidants, which has made it popular among health-conscious individuals looking to incorporate more natural and nutritious ingredients into their diets.

Clean Label Movement: The clean label trend is pushing food manufacturers to use simpler, recognizable ingredients in their products. Carrot powder, with its natural color and nutritional benefits, is a popular choice for companies looking to clean up their product labels.

Functional Food Ingredients: Carrot powder is being seen as a functional ingredient, providing health benefits beyond basic nutrition. It's being used to fortify foods and as a

natural coloring agent in place of artificial dyes.

Carrot Powder Market Challenge

Quality Control: Maintaining consistent quality in carrot powder is a significant challenge. The powder's quality can be affected by the raw material's freshness, the efficiency of the drying process, and the handling and storage conditions. Ensuring that the powder retains its nutritional value and color requires strict quality control measures throughout the production process.

Market Saturation and Competition: With the growing number of players entering the carrot powder market, competition is intense. Many products are now available at various price points and quality levels, making it difficult for smaller manufacturers to differentiate themselves. This saturation can lead to pricing pressures and make market penetration more challenging.

Nutrient Retention: Carrot powder is valued for its nutritional content. However the drying process can lead to the loss of some nutrients. Advances in technology, such as cold pressing and vacuum drying, have been made to minimize nutrient loss, but these methods can be cost-prohibitive for some manufacturers. Balancing cost with nutritional retention is an ongoing challenge.

This report is a detailed and comprehensive analysis for global Carrot Powder market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Carrot Powder market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Carrot Powder market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Carrot Powder market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Carrot Powder market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Carrot Powder
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Carrot Powder market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Biofinest, Urban Platter, Z Natural Foods, Secret Barn, PENTA PURE FOODS, Organicway, Pure Synergy, Farmvilla Food Industries, Zhongda Hengyuan, Jiangsu Zhenya, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Carrot Powder market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Spray Drying Carrot Powder

Freeze-dried Carrot Powder

Market segment by Application

Vegetable Beverage

Baked Foods

Sauce

Others

Major players covered

Biofinest

Urban Platter

Z Natural Foods

Secret Barn

PENTA PURE FOODS

Organicway

Pure Synergy

Farmvilla Food Industries

Zhongda Hengyuan

Jiangsu Zhenya

Xinghua Weitai

Weinan Summit

Huntapac

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Carrot Powder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Carrot Powder, with price, sales quantity, revenue, and global market share of Carrot Powder from 2020 to 2025.

Chapter 3, the Carrot Powder competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Carrot Powder breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Carrot Powder market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Carrot Powder.

Chapter 14 and 15, to describe Carrot Powder sales channel, distributors, customers, research findings and conclusion.

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