

Global Beta Carotene Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Beta Carotene market size is expected to reach \$ 650 million by 2032, rising at a market growth of 3.4% CAGR during the forecast period (2026-2032).

Beta Carotene is a naturally occurring red-orange pigment belonging to the carotenoid family, widely used as a food colorant, nutritional supplement, and antioxidant ingredient. It is valued for its role as a provitamin A source, contributing to vision, skin health, and immune function. Commercial production of Beta Carotene can be achieved via chemical synthesis, fermentation using microorganisms, or extraction from natural sources such as algae and carrots. The choice of production pathway significantly affects cost structure, purity, and positioning in premium versus mass-market segments. In 2024, global production of Beta Carotene (in pure equivalent terms) is estimated at around 1700 MT, with an average global market price of USD 217/kg (purity-adjusted). This combination of relatively small volume and high unit price highlights the niche yet strategically important position of Beta Carotene within the broader specialty ingredients industry.

From a supply chain perspective, the upstream inputs include petrochemical precursors (for synthetic Beta Carotene), fermentation substrates such as glucose and yeast extract (for microbial fermentation), and agricultural raw materials like *Dunaliella salina* algae or carrot extracts (for natural sources). Leading global suppliers include DSM-Firmenich, BASF, Allied Biotech, Novonesis, NHU, Zhejiang Medicine, and Guangzhou Juyuan Bio-Chem, each with distinct production technologies and geographic footprints. Downstream, the largest user segments are the food and beverage industry (functional foods, soft drinks, bakery, and dairy fortification), the nutraceutical and dietary supplement sector (capsules, tablets, multivitamin formulations), and cosmetics and personal care (anti-aging creams, sunscreens, and skin-brightening products). Major

global buyers include multinational food companies such as Nestlé, Danone, PepsiCo, and Unilever, as well as supplement brands like Amway, Herbalife, and GNC. Buyers typically prioritize consistent quality, stability in formulations, and certified supply chains, leading to long-term contracts with established producers rather than spot procurement.

Market-wise, Beta Carotene demand continues to expand steadily, driven by consumer preference for natural colorants and “clean label” ingredients, as well as the growing health and wellness trend in both developed and emerging economies. Price dynamics are shaped by raw material availability (especially algae cultivation and fermentation costs), regulatory approvals, and competition between synthetic and natural grades. Average gross profit margins in this industry are relatively healthy at around 25%, reflecting the combination of high technological barriers, limited production capacity, and the premium that downstream customers are willing to pay for branded, certified Beta Carotene. Going forward, the market is expected to witness moderate but resilient growth, with Asia-Pacific emerging as the fastest-growing region due to rising demand for fortified foods and nutraceuticals, while established suppliers in Europe and the United States continue to dominate the high-purity premium segment.

This report studies the global Beta Carotene production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Beta Carotene and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Beta Carotene that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Beta Carotene total production and demand, 2021-2032, (MT)

Global Beta Carotene total production value, 2021-2032, (USD Million)

Global Beta Carotene production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (MT), (based on production site)

Global Beta Carotene consumption by region & country, CAGR, 2021-2032 & (MT)

U.S. VS China: Beta Carotene domestic production, consumption, key domestic manufacturers and share

Global Beta Carotene production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (MT)

Global Beta Carotene production by Technology, production, value, CAGR, 2021-2032,

(USD Million) & (MT)

Global Beta Carotene production by Application, production, value, CAGR, 2021-2032,
(USD Million) & (MT)

This report profiles key players in the global Beta Carotene market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include DSM-Firmenich, BASF, Allied Biotech, Novonosis, LYCORED, Givaudan, Zhejiang Medicine, HJ-Rise International, Wuhan Xingchen Modern Bioengineering, Cabio, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Beta Carotene market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (MT) and average price (USD/Kg) by manufacturer, by Technology, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Beta Carotene Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Beta Carotene Market, Segmentation by Technology:

Natural Product Extraction

Chemical Synthesis

Fermentation Method

Global Beta Carotene Market, Segmentation by Type:

CWD Powder

CWS Powder

Beta-Carotene Oil

Others

Global Beta Carotene Market, Segmentation by Application:

Food and Beverages

Feed

Cosmetics

Pharma

Others

Companies Profiled:

DSM-Firmenich

BASF

Allied Biotech

Novonosis

LYCORED

Givaudan

Zhejiang Medicine

HJ-Rise International

Wuhan Xingchen Modern Bioengineering

Cabio

Divi's Nutraceuticals

BioExtract

NHU

HSF Biotech

Guangzhou Juyuan Bio-Chem

Guangzhou Leader Bio-Technology

Zhejiang Kangmu

Key Questions Answered:

1. How big is the global Beta Carotene market?
2. What is the demand of the global Beta Carotene market?
3. What is the year over year growth of the global Beta Carotene market?

4. What is the production and production value of the global Beta Carotene market?
5. Who are the key producers in the global Beta Carotene market?
6. What are the growth factors driving the market demand?

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