

Global Cranberry Extract Powder Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Cranberry Extract Powder market size was valued at US\$ 1152 million in 2025 and is forecast to a readjusted size of US\$ 1810 million by 2032 with a CAGR of 6.6% during review period.

In 2025, global production of cranberry extract powder reached approximately 7.9 thousand tons, based on an average market price of around US\$ 52,000 per ton. Industry gross profit margins generally ranged from 35% to 55%, reflecting value added from bioactive compound concentration, extraction purity, and standardized quality control. Global production capacity in 2025 was estimated at about 10.1 thousand tons, indicating sufficient supply capability to support growing demand from nutraceutical and functional food sectors.

Cranberry extract powder is a concentrated botanical ingredient derived from cranberries through extraction and drying processes. It is widely used for its high content of proanthocyanidins and other polyphenols, supporting applications in dietary supplements, functional foods, and health-oriented formulations.

The industrial chain includes upstream cranberry cultivation, harvesting, and primary processing. The midstream focuses on extraction, purification, concentration, drying, and standardization. Downstream applications mainly involve dietary supplements, functional foods and beverages, pharmaceuticals, and personal health products.

This report is a detailed and comprehensive analysis for global Cranberry Extract 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 Cranberry Extract Powder market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Cranberry Extract Powder market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Cranberry Extract Powder market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Cranberry Extract Powder market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 2021-2026

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 Cranberry Extract Powder

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Cranberry Extract 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 Indena, Nexira, Givaudan, Bio-Botanica, Fruit d'Or Nutraceuticals, Diana Food, Biosfered, Zhejiang Jianfeng Health, Jiaherb, etc.

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

Market Segmentation

Cranberry Extract Powder market is split by Type and by Application. For the period 2021-2032, 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

High-PAC Cranberry Extract

Polyphenol-Rich Cranberry Extract

Whole-Spectrum Cranberry Extract

Market segment by Extraction Method

Water Extract Powder

Ethanol Extract Powder

Concentrated Standardized Extract

Market segment by Formulation Type

Free-Flowing Powder

Spray-Dried Extract

Microencapsulated Extract

Market segment by Application

Health Care Industry

Food & Cosmetics

Others

Major players covered

Indena

Nexira

Givaudan

Bio-Botanica

Fruit d'Or Nutraceuticals

Diana Food

Biosfered

Zhejiang Jianfeng Health

Jiaherb

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 Cranberry Extract Powder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Cranberry Extract Powder, with price, sales quantity, revenue, and global market share of Cranberry Extract Powder from 2021 to 2026.

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

Chapter 4, the Cranberry Extract Powder breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Cranberry Extract Powder market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Cranberry Extract Powder.

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

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