

Global Cranberry Extract Powder Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Cranberry Extract Powder market size is expected to reach \$ 1810 million by 2032, rising at a market growth of 6.6% CAGR during the forecast period (2026-2032).

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 studies the global Cranberry Extract Powder production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Cranberry Extract Powder 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 Cranberry Extract Powder that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Cranberry Extract Powder total production and demand, 2021-2032, (Kilotons)

Global Cranberry Extract Powder total production value, 2021-2032, (USD Million)

Global Cranberry Extract Powder production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Cranberry Extract Powder consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Cranberry Extract Powder domestic production, consumption, key domestic manufacturers and share

Global Cranberry Extract Powder production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Cranberry Extract Powder production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Cranberry Extract Powder production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Cranberry Extract Powder 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Cranberry Extract Powder market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) by manufacturer, by Type, 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 Cranberry Extract Powder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cranberry Extract Powder Market, Segmentation by Type:

High-PAC Cranberry Extract

Polyphenol-Rich Cranberry Extract

Whole-Spectrum Cranberry Extract

Global Cranberry Extract Powder Market, Segmentation by Extraction Method:

Water Extract Powder

Ethanol Extract Powder

Concentrated Standardized Extract

Global Cranberry Extract Powder Market, Segmentation by Formulation Type:

Free-Flowing Powder

Spray-Dried Extract

Microencapsulated Extract

Global Cranberry Extract Powder Market, Segmentation by Application:

Health Care Industry

Food & Cosmetics

Others

Companies Profiled:

Indena

Nexira

Givaudan

Bio-Botanica

Fruit d'Or Nutraceuticals

Diana Food

Biosfered

Zhejiang Jianfeng Health

Jiaherb

Key Questions Answered:

1. How big is the global Cranberry Extract Powder market?
2. What is the demand of the global Cranberry Extract Powder market?
3. What is the year over year growth of the global Cranberry Extract Powder market?
4. What is the production and production value of the global Cranberry Extract Powder market?
5. Who are the key producers in the global Cranberry Extract Powder market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Cranberry Extract Powder Introduction
- 1.2 World Cranberry Extract Powder Supply & Forecast
 - 1.2.1 World Cranberry Extract Powder Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Cranberry Extract Powder Production (2021-2032)
 - 1.2.3 World Cranberry Extract Powder Pricing Trends (2021-2032)
- 1.3 World Cranberry Extract Powder Production by Region (Based on Production Site)
 - 1.3.1 World Cranberry Extract Powder Production Value by Region (2021-2032)
 - 1.3.2 World Cranberry Extract Powder Production by Region (2021-2032)
 - 1.3.3 World Cranberry Extract Powder Average Price by Region (2021-2032)
 - 1.3.4 North America Cranberry Extract Powder Production (2021-2032)
 - 1.3.5 Europe Cranberry Extract Powder Production (2021-2032)
 - 1.3.6 China Cranberry Extract Powder Production (2021-2032)
 - 1.3.7 Japan Cranberry Extract Powder Production (2021-2032)
 - 1.3.8 India Cranberry Extract Powder Production (2021-2032)
 - 1.3.9 Southeast Asia Cranberry Extract Powder Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Cranberry Extract Powder Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Cranberry Extract Powder Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Cranberry Extract Powder Demand (2021-2032)
- 2.2 World Cranberry Extract Powder Consumption by Region
 - 2.2.1 World Cranberry Extract Powder Consumption by Region (2021-2026)
 - 2.2.2 World Cranberry Extract Powder Consumption Forecast by Region (2027-2032)
- 2.3 United States Cranberry Extract Powder Consumption (2021-2032)
- 2.4 China Cranberry Extract Powder Consumption (2021-2032)
- 2.5 Europe Cranberry Extract Powder Consumption (2021-2032)
- 2.6 Japan Cranberry Extract Powder Consumption (2021-2032)
- 2.7 South Korea Cranberry Extract Powder Consumption (2021-2032)
- 2.8 ASEAN Cranberry Extract Powder Consumption (2021-2032)
- 2.9 India Cranberry Extract Powder Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Cranberry Extract Powder Production Value by Manufacturer (2021-2026)
- 3.2 World Cranberry Extract Powder Production by Manufacturer (2021-2026)
- 3.3 World Cranberry Extract Powder Average Price by Manufacturer (2021-2026)
- 3.4 Cranberry Extract Powder Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Cranberry Extract Powder Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Cranberry Extract Powder in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Cranberry Extract Powder in 2025
- 3.6 Cranberry Extract Powder Market: Overall Company Footprint Analysis
 - 3.6.1 Cranberry Extract Powder Market: Region Footprint
 - 3.6.2 Cranberry Extract Powder Market: Company Product Type Footprint
 - 3.6.3 Cranberry Extract Powder Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Cranberry Extract Powder Production Value Comparison
 - 4.1.1 United States VS China: Cranberry Extract Powder Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Cranberry Extract Powder Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Cranberry Extract Powder Production Comparison
 - 4.2.1 United States VS China: Cranberry Extract Powder Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Cranberry Extract Powder Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Cranberry Extract Powder Consumption Comparison
 - 4.3.1 United States VS China: Cranberry Extract Powder Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Cranberry Extract Powder Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Cranberry Extract Powder Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Cranberry Extract Powder Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Cranberry Extract Powder Production Value (2021-2026)

4.4.3 United States Based Manufacturers Cranberry Extract Powder Production (2021-2026)

4.5 China Based Cranberry Extract Powder Manufacturers and Market Share

4.5.1 China Based Cranberry Extract Powder Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Cranberry Extract Powder Production Value (2021-2026)

4.5.3 China Based Manufacturers Cranberry Extract Powder Production (2021-2026)

4.6 Rest of World Based Cranberry Extract Powder Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Cranberry Extract Powder Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Cranberry Extract Powder Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Cranberry Extract Powder Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Cranberry Extract Powder Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 High-PAC Cranberry Extract

5.2.2 Polyphenol-Rich Cranberry Extract

5.2.3 Whole-Spectrum Cranberry Extract

5.3 Market Segment by Type

5.3.1 World Cranberry Extract Powder Production by Type (2021-2032)

5.3.2 World Cranberry Extract Powder Production Value by Type (2021-2032)

5.3.3 World Cranberry Extract Powder Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY EXTRACTION METHOD

6.1 World Cranberry Extract Powder Market Size Overview by Extraction Method: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Extraction Method

- 6.2.1 Water Extract Powder
- 6.2.2 Ethanol Extract Powder
- 6.2.3 Concentrated Standardized Extract
- 6.3 Market Segment by Extraction Method
 - 6.3.1 World Cranberry Extract Powder Production by Extraction Method (2021-2032)
 - 6.3.2 World Cranberry Extract Powder Production Value by Extraction Method (2021-2032)
 - 6.3.3 World Cranberry Extract Powder Average Price by Extraction Method (2021-2032)

7 MARKET ANALYSIS BY FORMULATION TYPE

- 7.1 World Cranberry Extract Powder Market Size Overview by Formulation Type: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Formulation Type
 - 7.2.1 Free-Flowing Powder
 - 7.2.2 Spray-Dried Extract
 - 7.2.3 Microencapsulated Extract
- 7.3 Market Segment by Formulation Type
 - 7.3.1 World Cranberry Extract Powder Production by Formulation Type (2021-2032)
 - 7.3.2 World Cranberry Extract Powder Production Value by Formulation Type (2021-2032)
 - 7.3.3 World Cranberry Extract Powder Average Price by Formulation Type (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

- 8.1 World Cranberry Extract Powder Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
 - 8.2.1 Health Care Industry
 - 8.2.2 Food & Cosmetics
 - 8.2.3 Others
- 8.3 Market Segment by Application
 - 8.3.1 World Cranberry Extract Powder Production by Application (2021-2032)
 - 8.3.2 World Cranberry Extract Powder Production Value by Application (2021-2032)
 - 8.3.3 World Cranberry Extract Powder Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Indena

9.1.1 Indena Details

9.1.2 Indena Major Business

9.1.3 Indena Cranberry Extract Powder Product and Services

9.1.4 Indena Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Indena Recent Developments/Updates

9.1.6 Indena Competitive Strengths & Weaknesses

9.2 Nexira

9.2.1 Nexira Details

9.2.2 Nexira Major Business

9.2.3 Nexira Cranberry Extract Powder Product and Services

9.2.4 Nexira Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Nexira Recent Developments/Updates

9.2.6 Nexira Competitive Strengths & Weaknesses

9.3 Givaudan

9.3.1 Givaudan Details

9.3.2 Givaudan Major Business

9.3.3 Givaudan Cranberry Extract Powder Product and Services

9.3.4 Givaudan Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Givaudan Recent Developments/Updates

9.3.6 Givaudan Competitive Strengths & Weaknesses

9.4 Bio-Botanica

9.4.1 Bio-Botanica Details

9.4.2 Bio-Botanica Major Business

9.4.3 Bio-Botanica Cranberry Extract Powder Product and Services

9.4.4 Bio-Botanica Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Bio-Botanica Recent Developments/Updates

9.4.6 Bio-Botanica Competitive Strengths & Weaknesses

9.5 Fruit d'Or Nutraceuticals

9.5.1 Fruit d'Or Nutraceuticals Details

9.5.2 Fruit d'Or Nutraceuticals Major Business

9.5.3 Fruit d'Or Nutraceuticals Cranberry Extract Powder Product and Services

9.5.4 Fruit d'Or Nutraceuticals Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.5.5 Fruit d'Or Nutraceuticals Recent Developments/Updates
- 9.5.6 Fruit d'Or Nutraceuticals Competitive Strengths & Weaknesses
- 9.6 Diana Food
 - 9.6.1 Diana Food Details
 - 9.6.2 Diana Food Major Business
 - 9.6.3 Diana Food Cranberry Extract Powder Product and Services
 - 9.6.4 Diana Food Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Diana Food Recent Developments/Updates
 - 9.6.6 Diana Food Competitive Strengths & Weaknesses
- 9.7 Biosfered
 - 9.7.1 Biosfered Details
 - 9.7.2 Biosfered Major Business
 - 9.7.3 Biosfered Cranberry Extract Powder Product and Services
 - 9.7.4 Biosfered Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Biosfered Recent Developments/Updates
 - 9.7.6 Biosfered Competitive Strengths & Weaknesses
- 9.8 Zhejiang Jianfeng Health
 - 9.8.1 Zhejiang Jianfeng Health Details
 - 9.8.2 Zhejiang Jianfeng Health Major Business
 - 9.8.3 Zhejiang Jianfeng Health Cranberry Extract Powder Product and Services
 - 9.8.4 Zhejiang Jianfeng Health Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Zhejiang Jianfeng Health Recent Developments/Updates
 - 9.8.6 Zhejiang Jianfeng Health Competitive Strengths & Weaknesses
- 9.9 Jiaherb
 - 9.9.1 Jiaherb Details
 - 9.9.2 Jiaherb Major Business
 - 9.9.3 Jiaherb Cranberry Extract Powder Product and Services
 - 9.9.4 Jiaherb Cranberry Extract Powder Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Jiaherb Recent Developments/Updates
 - 9.9.6 Jiaherb Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Cranberry Extract Powder Industry Chain
- 10.2 Cranberry Extract Powder Upstream Analysis

- 10.2.1 Cranberry Extract Powder Core Raw Materials
- 10.2.2 Main Manufacturers of Cranberry Extract Powder Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Cranberry Extract Powder Production Mode
- 10.6 Cranberry Extract Powder Procurement Model
- 10.7 Cranberry Extract Powder Industry Sales Model and Sales Channels
 - 10.7.1 Cranberry Extract Powder Sales Model
 - 10.7.2 Cranberry Extract Powder Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Cranberry Extract Powder Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Cranberry Extract Powder Production Value by Region (2021-2026) & (USD Million)

Table 3. World Cranberry Extract Powder Production Value by Region (2027-2032) & (USD Million)

Table 4. World Cranberry Extract Powder Production Value Market Share by Region (2021-2026)

Table 5. World Cranberry Extract Powder Production Value Market Share by Region (2027-2032)

Table 6. World Cranberry Extract Powder Production by Region (2021-2026) & (Kilotons)

Table 7. World Cranberry Extract Powder Production by Region (2027-2032) & (Kilotons)

Table 8. World Cranberry Extract Powder Production Market Share by Region (2021-2026)

Table 9. World Cranberry Extract Powder Production Market Share by Region (2027-2032)

Table 10. World Cranberry Extract Powder Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Cranberry Extract Powder Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Cranberry Extract Powder Major Market Trends

Table 13. World Cranberry Extract Powder Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Kilotons)

Table 14. World Cranberry Extract Powder Consumption by Region (2021-2026) & (Kilotons)

Table 15. World Cranberry Extract Powder Consumption Forecast by Region (2027-2032) & (Kilotons)

Table 16. World Cranberry Extract Powder Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Cranberry Extract Powder Producers in 2025

Table 18. World Cranberry Extract Powder Production by Manufacturer (2021-2026) & (Kilotons)

Table 19. Production Market Share of Key Cranberry Extract Powder Producers in 2025

Table 20. World Cranberry Extract Powder Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Cranberry Extract Powder Company Evaluation Quadrant

Table 22. World Cranberry Extract Powder Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Cranberry Extract Powder Production Site of Key Manufacturer

Table 24. Cranberry Extract Powder Market: Company Product Type Footprint

Table 25. Cranberry Extract Powder Market: Company Product Application Footprint

Table 26. Cranberry Extract Powder Competitive Factors

Table 27. Cranberry Extract Powder New Entrant and Capacity Expansion Plans

Table 28. Cranberry Extract Powder Mergers & Acquisitions Activity

Table 29. United States VS China Cranberry Extract Powder Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Cranberry Extract Powder Production Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 31. United States VS China Cranberry Extract Powder Consumption Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 32. United States Based Cranberry Extract Powder Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Cranberry Extract Powder Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Cranberry Extract Powder Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Cranberry Extract Powder Production (2021-2026) & (Kilotons)

Table 36. United States Based Manufacturers Cranberry Extract Powder Production Market Share (2021-2026)

Table 37. China Based Cranberry Extract Powder Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Cranberry Extract Powder Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Cranberry Extract Powder Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Cranberry Extract Powder Production, (2021-2026) & (Kilotons)

Table 41. China Based Manufacturers Cranberry Extract Powder Production Market Share (2021-2026)

Table 42. Rest of World Based Cranberry Extract Powder Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Cranberry Extract Powder Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Cranberry Extract Powder Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Cranberry Extract Powder Production, (2021-2026) & (Kilotons)

Table 46. Rest of World Based Manufacturers Cranberry Extract Powder Production Market Share (2021-2026)

Table 47. World Cranberry Extract Powder Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Cranberry Extract Powder Production by Type (2021-2026) & (Kilotons)

Table 49. World Cranberry Extract Powder Production by Type (2027-2032) & (Kilotons)

Table 50. World Cranberry Extract Powder Production Value by Type (2021-2026) & (USD Million)

Table 51. World Cranberry Extract Powder Production Value by Type (2027-2032) & (USD Million)

Table 52. World Cranberry Extract Powder Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Cranberry Extract Powder Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Cranberry Extract Powder Production Value by Extraction Method, (USD Million), 2021 & 2025 & 2032

Table 55. World Cranberry Extract Powder Production by Extraction Method (2021-2026) & (Kilotons)

Table 56. World Cranberry Extract Powder Production by Extraction Method (2027-2032) & (Kilotons)

Table 57. World Cranberry Extract Powder Production Value by Extraction Method (2021-2026) & (USD Million)

Table 58. World Cranberry Extract Powder Production Value by Extraction Method (2027-2032) & (USD Million)

Table 59. World Cranberry Extract Powder Average Price by Extraction Method (2021-2026) & (US\$/Ton)

Table 60. World Cranberry Extract Powder Average Price by Extraction Method (2027-2032) & (US\$/Ton)

Table 61. World Cranberry Extract Powder Production Value by Formulation Type, (USD Million), 2021 & 2025 & 2032

Table 62. World Cranberry Extract Powder Production by Formulation Type

(2021-2026) & (Kilotons)

Table 63. World Cranberry Extract Powder Production by Formulation Type

(2027-2032) & (Kilotons)

Table 64. World Cranberry Extract Powder Production Value by Formulation Type

(2021-2026) & (USD Million)

Table 65. World Cranberry Extract Powder Production Value by Formulation Type

(2027-2032) & (USD Million)

Table 66. World Cranberry Extract Powder Average Price by Formulation Type

(2021-2026) & (US\$/Ton)

Table 67. World Cranberry Extract Powder Average Price by Formulation Type

(2027-2032) & (US\$/Ton)

Table 68. World Cranberry Extract Powder Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Cranberry Extract Powder Production by Application (2021-2026) & (Kilotons)

Table 70. World Cranberry Extract Powder Production by Application (2027-2032) & (Kilotons)

Table 71. World Cranberry Extract Powder Production Value by Application (2021-2026) & (USD Million)

Table 72. World Cranberry Extract Powder Production Value by Application (2027-2032) & (USD Million)

Table 73. World Cranberry Extract Powder Average Price by Application (2021-2026) & (US\$/Ton)

Table 74. World Cranberry Extract Powder Average Price by Application (2027-2032) & (US\$/Ton)

Table 75. Indena Basic Information, Manufacturing Base and Competitors

Table 76. Indena Major Business

Table 77. Indena Cranberry Extract Powder Product and Services

Table 78. Indena Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Indena Recent Developments/Updates

Table 80. Indena Competitive Strengths & Weaknesses

Table 81. Nexira Basic Information, Manufacturing Base and Competitors

Table 82. Nexira Major Business

Table 83. Nexira Cranberry Extract Powder Product and Services

Table 84. Nexira Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Nexira Recent Developments/Updates

Table 86. Nexira Competitive Strengths & Weaknesses

- Table 87. Givaudan Basic Information, Manufacturing Base and Competitors
- Table 88. Givaudan Major Business
- Table 89. Givaudan Cranberry Extract Powder Product and Services
- Table 90. Givaudan Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Givaudan Recent Developments/Updates
- Table 92. Givaudan Competitive Strengths & Weaknesses
- Table 93. Bio-Botanica Basic Information, Manufacturing Base and Competitors
- Table 94. Bio-Botanica Major Business
- Table 95. Bio-Botanica Cranberry Extract Powder Product and Services
- Table 96. Bio-Botanica Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Bio-Botanica Recent Developments/Updates
- Table 98. Bio-Botanica Competitive Strengths & Weaknesses
- Table 99. Fruit d'Or Nutraceuticals Basic Information, Manufacturing Base and Competitors
- Table 100. Fruit d'Or Nutraceuticals Major Business
- Table 101. Fruit d'Or Nutraceuticals Cranberry Extract Powder Product and Services
- Table 102. Fruit d'Or Nutraceuticals Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Fruit d'Or Nutraceuticals Recent Developments/Updates
- Table 104. Fruit d'Or Nutraceuticals Competitive Strengths & Weaknesses
- Table 105. Diana Food Basic Information, Manufacturing Base and Competitors
- Table 106. Diana Food Major Business
- Table 107. Diana Food Cranberry Extract Powder Product and Services
- Table 108. Diana Food Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Diana Food Recent Developments/Updates
- Table 110. Diana Food Competitive Strengths & Weaknesses
- Table 111. Biosfered Basic Information, Manufacturing Base and Competitors
- Table 112. Biosfered Major Business
- Table 113. Biosfered Cranberry Extract Powder Product and Services
- Table 114. Biosfered Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Biosfered Recent Developments/Updates
- Table 116. Biosfered Competitive Strengths & Weaknesses

Table 117. Zhejiang Jianfeng Health Basic Information, Manufacturing Base and Competitors

Table 118. Zhejiang Jianfeng Health Major Business

Table 119. Zhejiang Jianfeng Health Cranberry Extract Powder Product and Services

Table 120. Zhejiang Jianfeng Health Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Zhejiang Jianfeng Health Recent Developments/Updates

Table 122. Zhejiang Jianfeng Health Competitive Strengths & Weaknesses

Table 123. Jiaherb Basic Information, Manufacturing Base and Competitors

Table 124. Jiaherb Major Business

Table 125. Jiaherb Cranberry Extract Powder Product and Services

Table 126. Jiaherb Cranberry Extract Powder Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Jiaherb Recent Developments/Updates

Table 128. Jiaherb Competitive Strengths & Weaknesses

Table 129. Global Key Players of Cranberry Extract Powder Upstream (Raw Materials)

Table 130. Global Cranberry Extract Powder Typical Customers

Table 131. Cranberry Extract Powder Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Cranberry Extract Powder Picture
- Figure 2. World Cranberry Extract Powder Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Cranberry Extract Powder Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Cranberry Extract Powder Production (2021-2032) & (Kilotons)
- Figure 5. World Cranberry Extract Powder Average Price (2021-2032) & (US\$/Ton)
- Figure 6. World Cranberry Extract Powder Production Value Market Share by Region (2021-2032)
- Figure 7. World Cranberry Extract Powder Production Market Share by Region (2021-2032)
- Figure 8. North America Cranberry Extract Powder Production (2021-2032) & (Kilotons)
- Figure 9. Europe Cranberry Extract Powder Production (2021-2032) & (Kilotons)
- Figure 10. China Cranberry Extract Powder Production (2021-2032) & (Kilotons)
- Figure 11. Japan Cranberry Extract Powder Production (2021-2032) & (Kilotons)
- Figure 12. India Cranberry Extract Powder Production (2021-2032) & (Kilotons)
- Figure 13. Southeast Asia Cranberry Extract Powder Production (2021-2032) & (Kilotons)
- Figure 14. Cranberry Extract Powder Market Drivers
- Figure 15. Factors Affecting Demand
- Figure 16. World Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 17. World Cranberry Extract Powder Consumption Market Share by Region (2021-2032)
- Figure 18. United States Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 19. China Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 20. Europe Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 21. Japan Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 22. South Korea Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 23. ASEAN Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 24. India Cranberry Extract Powder Consumption (2021-2032) & (Kilotons)
- Figure 25. Producer Shipments of Cranberry Extract Powder by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 26. Global Four-firm Concentration Ratios (CR4) for Cranberry Extract Powder

Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Cranberry Extract Powder Markets in 2025

Figure 28. United States VS China: Cranberry Extract Powder Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Cranberry Extract Powder Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Cranberry Extract Powder Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Cranberry Extract Powder Production Market Share 2025

Figure 32. China Based Manufacturers Cranberry Extract Powder Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Cranberry Extract Powder Production Market Share 2025

Figure 34. World Cranberry Extract Powder Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Cranberry Extract Powder Production Value Market Share by Type in 2025

Figure 36. High-PAC Cranberry Extract

Figure 37. Polyphenol-Rich Cranberry Extract

Figure 38. Whole-Spectrum Cranberry Extract

Figure 39. World Cranberry Extract Powder Production Market Share by Type (2021-2032)

Figure 40. World Cranberry Extract Powder Production Value Market Share by Type (2021-2032)

Figure 41. World Cranberry Extract Powder Average Price by Type (2021-2032) & (US\$/Ton)

Figure 42. World Cranberry Extract Powder Production Value by Extraction Method, (USD Million), 2021 & 2025 & 2032

Figure 43. World Cranberry Extract Powder Production Value Market Share by Extraction Method in 2025

Figure 44. Water Extract Powder

Figure 45. Ethanol Extract Powder

Figure 46. Concentrated Standardized Extract

Figure 47. World Cranberry Extract Powder Production Market Share by Extraction Method (2021-2032)

Figure 48. World Cranberry Extract Powder Production Value Market Share by Extraction Method (2021-2032)

Figure 49. World Cranberry Extract Powder Average Price by Extraction Method (2021-2032) & (US\$/Ton)

Figure 50. World Cranberry Extract Powder Production Value by Formulation Type, (USD Million), 2021 & 2025 & 2032

Figure 51. World Cranberry Extract Powder Production Value Market Share by Formulation Type in 2025

Figure 52. Free-Flowing Powder

Figure 53. Spray-Dried Extract

Figure 54. Microencapsulated Extract

Figure 55. World Cranberry Extract Powder Production Market Share by Formulation Type (2021-2032)

Figure 56. World Cranberry Extract Powder Production Value Market Share by Formulation Type (2021-2032)

Figure 57. World Cranberry Extract Powder Average Price by Formulation Type (2021-2032) & (US\$/Ton)

Figure 58. World Cranberry Extract Powder Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 59. World Cranberry Extract Powder Production Value Market Share by Application in 2025

Figure 60. Health Care Industry

Figure 61. Food & Cosmetics

Figure 62. Others

Figure 63. World Cranberry Extract Powder Production Market Share by Application (2021-2032)

Figure 64. World Cranberry Extract Powder Production Value Market Share by Application (2021-2032)

Figure 65. World Cranberry Extract Powder Average Price by Application (2021-2032) & (US\$/Ton)

Figure 66. Cranberry Extract Powder Industry Chain

Figure 67. Cranberry Extract Powder Procurement Model

Figure 68. Cranberry Extract Powder Sales Model

Figure 69. Cranberry Extract Powder Sales Channels, Direct Sales, and Distribution

Figure 70. Methodology

Figure 71. Research Process and Data Source

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