

Global Elderberry 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 Elderberry Powder market size was valued at US\$ 514 million in 2025 and is forecast to a readjusted size of US\$ 930 million by 2032 with a CAGR of 8.8% during review period.

Elderberry powder is a purple-red functional food raw material made from the mature fruits of hawthorn through freeze-drying or spray-drying. Its core components are anthocyanins and polyphenolic compounds. Its main function is to shorten the duration of colds and alleviate flu symptoms by inhibiting the activity of viral hemagglutinin and blocking the replication of respiratory viruses. At the same time, it uses its high content of natural anthocyanins as a clean-label type food coloring agent. The upstream includes large-scale plantations and wild collection cooperatives in temperate regions such as Austria, Poland, and Gansu, China. The downstream flows to European and American dietary supplement brands, functional foods, pet nutrition manufacturers, and immune support functional beverage production lines. The output of elderberry powder is approximately 25,000 tons in 2025, with an average price of about 20 US dollars per kilogram and a gross profit margin of about 20%. The single-line production capacity is 350 tons per year.

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

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

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

Global Elderberry Powder market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/kg), 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 Elderberry 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 Elderberry 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 Artemis International, Martin Bauer GmbH & Co. KG, Jeeva Organic Private Limited, Norm's Farms, Undersun Biomedtech Corp, Anklam Extrakt GmbH, Z Natural Foods, Penn Herb Company, Ltd., Lotus Factory, Belas Company, etc.

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

Market Segmentation

Elderberry 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

Organic Elderberry Powder

Wild Harvested Elderberry Powder

Market segment by Processing Technic

Freeze-Dried

Spray-Dried

Whole Fruit Milled

Market segment by Application

Dietary Supplement

Functional Food

Food Coloring

Pet Nutrition

Other

Major players covered

Artemis International

Martin Bauer GmbH & Co. KG

Jeeva Organic Private Limited

Norm's Farms

Undersun Biomedtech Corp

Anklam Extrakt GmbH

Z Natural Foods

Penn Herb Company, Ltd.

Lotus Factory

Belas Company

Nouveau Farms

Sweet's Syrup

Essencefield

Hangzhou Greensky Biological Tech.Co.,Ltd.

Nanjing NutriHerb BioTech Co.Ltd

Shaanxi Wanzhiyuan Biotechnology Co., Ltd.

Xi'an Jinshuo Fruit Industry Co., Ltd.

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

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

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

Chapter 4, the Elderberry 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 Elderberry 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 Elderberry Powder.

Chapter 14 and 15, to describe Elderberry Powder sales channel, distributors,

customers, research findings and conclusion.

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