

# Global Guarana Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Guarana market size was valued at USD 148.4 million in 2023 and is forecast to a readjusted size of USD 248 million by 2030 with a CAGR of 7.6% during review period.

Guarana can be defined as a substance that is produced from the seeds of a woody perennial shrub found mainly in Brazil. It is primarily used as a stimulant due to its high content of caffeine. It is also used to treat various diseases such as low blood pressure, diarrhoea, cardiac problems, headache, fever, and joint pain among others. Furthermore, Guarana is also used as a flavouring ingredient in beverages and confectioneries.

The health benefits associated with guarana as one of the key growth factors of the global guarana market. The various health benefits associated with the plant will trigger the market in the next four years. The seed of the plant contains the highest caffeine content than any other plant. Due to its medicinal properties, Guarana is used in the treatment of diarrhea, fever, heart problems, headache, joint pain, and backache. Additionally, it is also widely used by athletes as a stimulant to enhance their performance and reduce fatigue. Furthermore, it is also used by the food manufacturing industry as a flavoring ingredient in beverages and candy. With the rising health concerns that is resulting in a major shift in preference towards natural and organic products to maintain a good work-life balance, such benefits of guarana will significantly increase their demand in the next few years.

The Global Info Research report includes an overview of the development of the Guarana industry chain, the market status of Beverages (Liquid, Powdered), Confectionery (Liquid, Powdered), and key enterprises in developed and developing

market, and analysed the cutting-edge technology, patent, hot applications and market trends of Guarana.

Regionally, the report analyzes the Guarana markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Guarana market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Guarana market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Guarana industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Liquid, Powdered).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Guarana market.

**Regional Analysis:** The report involves examining the Guarana market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Guarana market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Guarana:

**Company Analysis:** Report covers individual Guarana manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial

performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Guarana This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Beverages, Confectionery).

**Technology Analysis:** Report covers specific technologies relevant to Guarana. It assesses the current state, advancements, and potential future developments in Guarana areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Guarana market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Guarana market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Liquid

Powdered

### Market segment by Application

Beverages

Confectionery

Others

## Major players covered

Ambev

Duas Rodas Industrial

Herboflora

IRIS TRADE

Prover Brasil for Export

The Green Labs

Vitaspice

## 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 Guarana product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Guarana, with price, sales, revenue and

global market share of Guarana from 2019 to 2024.

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

Chapter 4, the Guarana breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Guarana market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Guarana.

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

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