

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Spirulina Market 2018, Forecast to 2023

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Abstracts

Spirulina is a microscopic spiral shaped blue-green vegetable algae which grows in mineral-rich freshwater and saltwater sources. It provides an abundance of protein, vitamins, minerals, trace minerals, essential fatty acids, phytonutrients, and antioxidants.

Scope of the Report:

This report focuses on the Spirulina in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. First, the spirulina industry concentration is high; in the world wide, giant manufacturers mainly distribute in China, India and American. China has a long history and unshakable status in this industry, like DIC, King Dnarmsa, CBN and Green-A, both have perfect products. In China, the manufacturers focus in Yunnan and Shandong province.

Second, as for consumption market, the global market sales were 11336 MT spirulina in 2015, which was much higher than that of 9128 in 2012.

Third, the sales market mainly focus on the China, USA, India, Japan and Europe etc. region. In 2013, the U.S. Food and Drug Administration approved the use of phycocyanin as a natural colorant in food and beverage products. Since then, demand has risen dramatically, particularly in the Americas and Europe. In 2016, China was the leader consumption region with the sales market share of 45.70%. USA was the second sales market with sales share 22.75% in 2016.

Fourth, the price of spirulina was decreasing from 2012 to 2016, increased since 2017; also the gross margin decreased. It is expected that the price is also decreasing in future. The gross margin is about 12%-17% in 2015, while the global average spirulina price is about 10804 USD/MT in 2017.

Fifth, this industry is affected by the economy and policy, so it's important to put an eye on economic indexes and leaders' preferences. With the global economic recovery, more and more people pay attention to health, especially in developed regions that have a large population and fast economic growth, the need of spirulina will increase.

Sixth, we tend to believe this industry now is close to mature, and the consumption increasing degree will show a smooth curve. On product prices, the slow downward trend in recent years will maintain in the future, as competition intensifies, prices gap between different brands will go narrowing. Similarly, there will be fluctuation in gross margin.

The worldwide market for Spirulina is expected to grow at a CAGR of roughly 4.5% over the next five years, will reach 160 million US\$ in 2023, from 120 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

DIC

Cyanotech

Parry Nutraceuticals

Hydrolina Biotech

King Dnarma

CBN

Green-A

Spirin

Chenghai Bao ER

Shenliu

SBD

Lanbao

Tianjian

Wuli Lvqi

Gangfa

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Spirulina Powder

Spirulina Tablet

Spirulina Extracts

Market Segment by Applications, can be divided into

Health Products

Feed

Others

There are 15 Chapters to deeply display the global Spirulina market.

Chapter 1, to describe Spirulina Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Spirulina, with sales, revenue, and price of Spirulina, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Spirulina, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Spirulina market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Spirulina sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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