

Amaranth Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 to 2034

<https://marketpublishers.com/r/AFF17FC8A711EN.html>

Date: November 2024

Pages: 235

Price: US\$ 4,850.00 (Single User License)

ID: AFF17FC8A711EN

Abstracts

The Global Amaranth Market reached USD 9.3 billion in 2024 and is expected to grow at an 18.1% CAGR from 2025 to 2034. The market expansion is driven by increasing consumer demand for plant-based, gluten-free, and nutrient-rich food options. With its exceptional nutritional profile and health benefits, Amaranth is gaining traction as a preferred alternative to traditional grains in various food products.

The shift toward healthier and natural food choices has significantly boosted the adoption of amaranth flour, which is used in diverse culinary applications, including bakery and confectionery items. Enhanced food processing technologies and innovative product formulations have made Amaranth more versatile, paving its way into functional foods and dietary supplements. Additionally, the growing appeal of organic and sustainable ingredients is further elevating its market presence, especially as more consumers prioritize environmental and health-conscious lifestyles.

The amaranth oil segment, which accounted for USD 6.1 billion in 2024, is poised to grow at a CAGR of 17.7% through 2034. Known for its rich composition of essential fatty acids such as omega-6 and omega-9, amaranth oil is increasingly sought after for its health-promoting properties. It supports cardiovascular health, reduces inflammation, and enhances skin health. Furthermore, the presence of squalene, a potent antioxidant, has boosted its popularity in the cosmetics and personal care industries. As consumer preferences shift toward plant-based, multifunctional oils, amaranth oil is gaining a strong foothold in food, beauty, and wellness markets, driven by its applications in cooking, skincare, and supplements.

The organic segment dominated the market with a valuation of USD 8.6 billion in 2024, expanding at a CAGR of 17.7% from 2025 to 2034. Growing awareness of health

benefits and sustainability has fueled the demand for organic Amaranth. This nutrient-rich grain, high in protein, fiber, and essential minerals, aligns with the preferences of those adopting plant-based or gluten-free diets. The rising popularity of ancient grains and their incorporation into a wide range of food products further propel market growth. Eco-friendly farming methods and certifications are also capturing the interest of environmentally conscious consumers, strengthening the segment's growth trajectory.

U.S. amaranth market was valued at USD 1.8 billion in 2024 and is projected to grow at a CAGR of 18% through 2034. The crop's drought resistance and minimal reliance on chemical inputs make it an ideal candidate for sustainable farming practices, aligning with the growing emphasis on eco-friendly agriculture. These trends, coupled with increased consumer interest in ancient grains and nutrient-dense foods, are driving the market forward.

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