

Beta Carotene Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

<https://marketpublishers.com/r/B1468D0807E9EN.html>

Date: January 2025

Pages: 310

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

ID: B1468D0807E9EN

Abstracts

The Global Beta Carotene Market, valued at USD 610.5 million in 2024, is projected to grow at a CAGR of 4.7% from 2025 to 2034. This growth is primarily driven by the increasing demand for natural food colorants, as consumers gravitate toward clean-label products. With rising concerns over the health risks associated with synthetic additives, manufacturers are actively shifting toward natural alternatives like beta carotene. The heightened awareness surrounding the benefits of plant-based ingredients has fueled a broader movement toward healthier and more transparent food and beverage options.

Beta carotene, a naturally occurring pigment known for its antioxidant properties, is witnessing strong demand across various industries, including food and beverages, nutraceuticals, cosmetics, and pharmaceuticals. Its functional benefits, including enhanced immune support and eye health, have positioned it as a key ingredient in dietary supplements and fortified food products. The growing trend toward plant-based and vegan diets has further accelerated its adoption, as consumers actively seek ingredients derived from natural sources. Additionally, increased investments in research and development have led to innovations in beta carotene applications, broadening its market potential. As companies respond to these evolving consumer preferences, the beta carotene market is poised for sustained expansion over the next decade.

The market is categorized into natural, synthetic, and nature-identical beta carotene. The natural segment leads the industry, generating USD 265.5 million in 2024, largely driven by the preference for plant-derived, clean-label ingredients. Beta carotene extracted from sources such as carrots, sweet potatoes, and algae continues to gain traction, as it not only imparts vibrant color but also offers significant health benefits.

The growing demand for organic and non-GMO products has further propelled this segment, with manufacturers emphasizing sustainability and natural sourcing in their product development strategies.

In terms of form, the beta carotene market is divided into powder and liquid variants. The powdered form accounted for 58% of the market share in 2024, primarily due to its superior stability and extended shelf life. This format is widely used in dietary supplements, food products, and pharmaceuticals, as it integrates seamlessly into various formulations, including baked goods, dairy, and functional beverages. The lightweight nature of powdered beta carotene simplifies logistics, making it an ideal choice for large-scale manufacturing and distribution. Meanwhile, the liquid form continues to find applications in beverages and certain cosmetic formulations where easy dispersion is required.

The U.S. beta carotene market generated USD 143.5 million in 2024, reflecting the rising demand for natural food colorants and health-focused supplements. As consumers increasingly prioritize preventive healthcare, beta carotene's role in supporting immune health and vision care has gained prominence. The surge in plant-based and organic product consumption has further fueled market growth, with brands capitalizing on these trends through innovative product launches. The U.S. also stands at the forefront of research and development in beta carotene applications, leading to advancements in extraction techniques and formulation processes that enhance its effectiveness and stability.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Rising demand for natural food colorants
 - 3.6.1.2 Increasing use in dietary supplements industry
 - 3.6.1.3 Growing applications in animal feed products
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 High production costs for natural sources
 - 3.6.2.2 Synthetic alternatives impact natural market growth
- 3.7 Growth potential analysis

3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

CHAPTER 5 MARKET SIZE AND FORECAST, BY PRODUCT TYPE, 2021-2034 (USD MILLION) (KILO TONS)

5.1 Key trends

5.2 Natural

5.3 Synthetic

5.4 Nature identical

CHAPTER 6 MARKET SIZE AND FORECAST, BY FORM, 2021-2034 (USD MILLION) (KILO TONS)

6.1 Key trends

6.2 Powder

6.3 Liquid

CHAPTER 7 MARKET SIZE AND FORECAST, BY APPLICATION, 2021-2034 (USD MILLION) (KILO TONS)

7.1 Key trends

7.2 Food and beverages

7.3 Dietary supplements

7.4 Animal Feed

7.5 Pharmaceutical

7.6 Cosmetics

7.7 Others

CHAPTER 8 MARKET SIZE AND FORECAST, BY REGION, 2021-2034 (USD MILLION) (KILO TONS)

- 8.1 Key trends
- 8.2 North America
 - 8.2.1 U.S.
 - 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 UK
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 Italy
 - 8.3.5 Spain
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 India
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 Australia
- 8.5 Latin America
 - 8.5.1 Brazil
 - 8.5.2 Mexico
- 8.6 MEA
 - 8.6.1 South Africa
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

- 9.1 AVANSCHEM
- 9.2 BASF SE
- 9.3 colorMaker, Inc.
- 9.4 dsm-firmenich
- 9.5 Farbest Brands
- 9.6 Foodchem International Corporation
- 9.7 Lycored
- 9.8 Xi'an Healthful Biotechnology Co.,Ltd
- 9.9 YAEGAKI Bio-industry, Inc.
- 9.10 Zhejiang Medicine Co., Ltd.

I would like to order

Product name: Beta Carotene Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

Product link: <https://marketpublishers.com/r/B1468D0807E9EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B1468D0807E9EN.html>