

Infant Formula DHA Algae Oil Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Infant Formula DHA Algae Oil Market was valued at USD 367.2 million in 2024, with projections indicating a robust CAGR of 7% from 2025 to 2034. This growth can be largely attributed to a growing awareness of the numerous health benefits associated with DHA, a crucial omega-3 fatty acid. As consumers continue to prioritize healthier dietary choices, products enriched with DHA, such as infant formulas, dietary supplements, and functional foods, are rapidly gaining popularity. Parents are particularly keen on ensuring optimal brain and vision development for their children, leading to a surge in demand for DHA-enriched products. Furthermore, the increasing availability of plant-based DHA sources, particularly algae oil, has further driven consumer interest, as it aligns with the growing trend of sustainability and environmental consciousness. This preference for plant-based DHA, alongside advancements in oil extraction technology, ensures the market's continued expansion.

The DHA algae oil market is segmented by DHA concentration into two primary categories: 30%–40% and 40%–50%. The 40%–50% concentration segment is the largest, generating USD 122.5 million in 2024. It is also the fastest-growing segment, with an increasing number of parents opting for formulas with higher DHA content. This demand is driven by a stronger recognition of DHA's vital role in cognitive, visual, and immune system health, particularly during the early stages of a child's development. Parents are more informed than ever, making conscious decisions to provide their children with the most effective nutritional support possible.

Market segmentation also includes age groups such as 0–3 years, 3–6 years, and other groups, which include premature infants and older children. The 0–3 years segment dominated the market with a share of 96.9% in 2024, and it continues to see the fastest

growth. Infants and toddlers have specific nutritional needs that are crucial for brain development, visual health, and immune system strengthening. DHA-enriched formulas play an integral role in meeting these needs, and as awareness of these benefits increases, the demand for DHA-infused infant formulas is set to soar.

In the U.S., the market for DHA algae oil in infant formulas accounted for USD 22.3 million in 2024. This growth is supported by regulatory frameworks, such as recommendations from the FDA and WHO, which require the inclusion of DHA in infant formulas. Additionally, parents' growing understanding of DHA's importance in early childhood development has led to increased adoption of premium formulas. High disposable income levels, coupled with well-established distribution channels, including e-commerce, have made these products more accessible to American consumers.

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