

Moringa Ingredients Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Moringa Ingredients Market reached USD 8.87 billion in 2023 and is projected to grow at a CAGR of 8.9% from 2024 to 2032. The industry expansion is being driven by a surge in demand for food supplements, fueled by heightened nutritional awareness, an aging population, fast-paced lifestyles, and increasing disposable incomes. Consumer interest in health and wellness is propelling significant market growth. As individuals become more health-conscious, there is a rising appetite for dietary supplements, especially those derived from natural sources. Moringa, celebrated for its dense nutritional content, aligns seamlessly with this trend. Furthermore, the market momentum is bolstered by a growing inclination towards organic products, given that Moringa is predominantly cultivated organically and is devoid of synthetic additives. The overall industry is divided based on product, distribution channel, and region. The moringa leaf powder segment is set to capture USD 9.71 billion and is expected to showcase a CAGR of 9.2% through 2032. This growth is attributed to surging demand in dietary supplements and food applications. The rising use of moringa leaves and powder for ailments like arthritis and fever further underscores this trend.

Notably, heightened concerns about glutamic disorders in regions like the U.S., U.K., Germany, and Japan could amplify the demand for plant-derived supplements. In 2023, the supermarket/hypermarket segment commanded a 41.2% market share, translating to USD 994 million.

This segment is anticipated to grow at a CAGR of 9.1% from 2024 to 2032. While traditional distribution channels like supermarkets and hypermarkets continue to hold significant market share, there is a notable shift towards online platforms. The convenience of e-commerce is also making it easier for consumers to access a diverse array of Moringa products. North America moringa ingredients market is on track to

reach USD 7.96 billion, with a projected CAGR of 9.2% from 2024 to 2032. This growth is largely driven by a burgeoning appetite for plant-based supplements. Additionally, the rising demand for natural cosmetic products in the U.S. and Canada, coupled with a thirst for organic health supplements (notably for weight management), further bolsters the regional market outlook.

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