

# Mulberry Leaf Extract Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

<https://marketpublishers.com/r/M45BCE6404DEEN.html>

Date: October 2024

Pages: 235

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

ID: M45BCE6404DEEN

## Abstracts

The Global Mulberry Leaf Extract Market was valued at USD 1.8 billion in 2023 and is expected to grow at a CAGR of 3.5% between 2024 and 2032. This growth is primarily driven by rising consumer awareness of the health benefits of mulberry leaf extract, such as its role in managing blood sugar levels, promoting heart health, and supporting weight loss. The increasing demand for natural, plant-based ingredients in dietary supplements and functional foods is further boosting market expansion. Additionally, the trend towards preventative healthcare and the popularity of traditional remedies, especially in Asia, are key factors propelling the demand for this extract. The beauty and skincare sectors are also incorporating mulberry leaf extract due to its antioxidant properties, contributing to its rising popularity.

The market is witnessing product diversification, including teas, capsules, and topical formulations, aimed at meeting the growing consumer demand for holistic wellness products. Sustainable sourcing practices are becoming increasingly important, as consumers are seeking eco-friendly and ethically produced solutions. The powdered extract segment, valued at USD 700 million in 2023, is anticipated to grow at a CAGR of 3.7% from 2024 to 2032. This form of mulberry leaf extract is gaining traction due to its convenience, longer shelf life, and ease of use in a variety of products. It is particularly popular in dietary supplements, functional foods, and beverages, as it retains beneficial bioactive compounds like antioxidants and flavonoids, which help regulate blood sugar and boost metabolism.

The powdered format's versatility makes it suitable for use in sports nutrition, weight management, and herbal remedies. The dietary supplements segment, valued at USD 600 million in 2023, is expected to grow at a 3.6% CAGR over the forecast period.

Mulberry leaf extract's ability to manage blood sugar and improve cardiovascular health has made it increasingly popular in this segment. The rising demand for plant-based and herbal supplements, along with growing interest in preventative healthcare, is driving this market's growth.

The direct sales channel, valued at USD 700 million in 2023, is anticipated to grow at a CAGR of 3.7%. Direct sales are increasingly popular as consumers look for personalized health solutions and natural supplements, supported by the rise of e-commerce and social selling platforms. In the U.S., the mulberry leaf extract market was valued at USD 241.2 million in 2023, with an expected growth rate of 3.1%. Growth is particularly strong in health-conscious regions like California, New York, and Florida.

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