

# Passion Fruit Extract Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/P7FACF9891C6EN.html>

Date: January 2025

Pages: 310

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

ID: P7FACF9891C6EN

## Abstracts

The Global Passion Fruit Extract Market reached USD 694.8 million in 2024 and is set to grow at a robust CAGR of 8.4% between 2025 and 2034. As consumers prioritize health and wellness, the demand for natural, fruit-based ingredients continues to surge, driving the market's expansion. Passion fruit extract, known for its bold, tangy flavor and tropical appeal, is becoming an essential component in food, beverages, cosmetics, and dietary supplements. With a growing shift away from artificial additives, manufacturers are incorporating passion fruit extract into their formulations to enhance flavor, nutrition, and overall consumer appeal.

The increasing awareness of passion fruit extract's nutritional benefits is a major driver of market growth. Rich in antioxidants, vitamins, and dietary fiber, it aligns with the rising consumer preference for functional ingredients that support well-being. Health-conscious buyers are seeking natural alternatives that provide both taste and nutrition, making passion fruit extract a key ingredient in various applications. From sports nutrition products to herbal teas and organic skincare, the extract's versatility has positioned it as a must-have in the clean-label movement. Moreover, the rapid expansion of the natural and organic food industry is fueling innovation, leading to new product launches featuring passion fruit extract as a primary ingredient. E-commerce and direct-to-consumer channels are also playing a significant role in market penetration, making passion fruit-based products more accessible to global consumers.

The market is segmented into three primary forms: powder, oil, and concentrate. Passion fruit powder dominated the segment, generating USD 317.9 million in 2024. Its popularity stems from its long shelf life, ease of use, and adaptability in various products. From smoothies and juices to baked goods and confectionery, passion fruit

powder is a go-to option for both manufacturers and consumers looking for convenience without compromising on taste and nutritional value. As the functional food trend gains momentum, demand for passion fruit powder continues to rise across the food and beverage sector.

Based on the source, passion fruit extract is classified into peel, pulp, and seed. The pulp segment held a 53.1% market share in 2024, largely due to its rich, authentic flavor and aromatic properties. Food and beverage producers favor pulp-based extracts for their ability to enhance taste while delivering a nutritional boost. Consumers are gravitating towards products made with real fruit ingredients, making passion fruit pulp an ideal choice for health-conscious individuals. Packed with antioxidants, essential vitamins, and fiber, passion fruit pulp contributes to better digestive health and overall wellness, further driving its market demand.

The U.S. passion fruit extract market, valued at USD 130.3 million in 2024, is witnessing steady growth as demand for natural ingredients rises across the food, beverage, and cosmetic industries. Consumers are increasingly looking for plant-based, nutrient-dense ingredients that offer both functional benefits and an appealing flavor profile. Passion fruit extract's high vitamin content and antioxidant properties make it a staple in juices, smoothies, flavored beverages, and dietary supplements. The extract is also gaining traction in skin care, where its hydrating and rejuvenating qualities are being leveraged in serums, creams, and facial masks. As the health and wellness movement continues to evolve, passion fruit extract is expected to see further growth, solidifying its place as a preferred ingredient in clean-label and wellness-focused products.

## 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 Increasing demand for passion fruit extract in the food and beverage industry
    - 3.6.1.2 Growing popularity of health and wellness products
    - 3.6.1.3 Rising awareness of the health benefits of passion fruit extract
  - 3.6.2 Industry pitfalls & challenges
    - 3.6.2.1 Limited awareness of the health benefits of passion fruit extract
    - 3.6.2.2 Competition from other fruit extracts
- 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 FORM, 2021-2034 (USD BILLION) (KILO TONS)**

5.1 Key trends

5.2 Powder

5.3 Oil

5.4 Concentrate

## **CHAPTER 6 MARKET SIZE AND FORECAST, BY SOURCE, 2021-2034 (USD BILLION) (KILO TONS)**

6.1 Key trends

6.2 Peel

6.3 Pulp

6.4 Seed

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

7.1 Key trends

7.2 Food and beverages

7.3 Cosmetics and personal care

7.4 Nutraceuticals and dietary supplements

7.5 Other

## **CHAPTER 8 MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION) (KILO TONS)**

8.1 Key trends

- 8.2 Supermarket & hypermarkets
- 8.3 Convenience stores
- 8.4 Online retail
- 8.5 Specialty stores

## **CHAPTER 9 MARKET SIZE AND FORECAST, BY REGION, 2021-2034 (USD BILLION) (KILO TONS)**

- 9.1 Key trends
- 9.2 North America
  - 9.2.1 U.S.
  - 9.2.2 Canada
- 9.3 Europe
  - 9.3.1 UK
  - 9.3.2 Germany
  - 9.3.3 France
  - 9.3.4 Italy
  - 9.3.5 Spain
  - 9.3.6 Russia
- 9.4 Asia Pacific
  - 9.4.1 China
  - 9.4.2 India
  - 9.4.3 Japan
  - 9.4.4 South Korea
  - 9.4.5 Australia
- 9.5 Latin America
  - 9.5.1 Brazil
  - 9.5.2 Mexico
- 9.6 MEA
  - 9.6.1 South Africa
  - 9.6.2 Saudi Arabia
  - 9.6.3 UAE

## **CHAPTER 10 COMPANY PROFILES**

- 10.1 Archer Daniels Midland Company
- 10.2 Döhler
- 10.3 FutureCeuticals
- 10.4 Givaudan

- 10.5 iTi Tropicals
- 10.6 Kerry Group
- 10.7 Kiril Mischeff
- 10.8 Nutrex Hawaii
- 10.9 Sensient Technologies Corporation
- 10.10 Symrise

## I would like to order

Product name: Passion Fruit Extract Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/P7FACF9891C6EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P7FACF9891C6EN.html>