

White Mulberry Leaves Extract Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

<https://marketpublishers.com/r/WFB682AABC95EN.html>

Date: September 2024

Pages: 235

Price: US\$ 4,365.00 (Single User License)

ID: WFB682AABC95EN

Abstracts

The Global White Mulberry Leaves Extract Market reached USD 40.65 billion in 2023 and is projected to grow at a CAGR of 12.7% from 2024 to 2032. This growth is fueled by increasing consumer awareness of the health benefits associated with white mulberry leaves extract, traditionally used in Asian medicine. The extract is gaining popularity across various applications, such as nutraceuticals, dietary supplements, and functional foods, due to its potential benefits in blood sugar regulation and weight management. Additionally, its incorporation into skincare and personal care products is on the rise, driven by its antioxidant properties. The growing trend towards natural and plant-based ingredients is further accelerating demand.

As consumers transition toward holistic health solutions, the white mulberry leaves extract market is expected to expand across multiple sectors. Key growth drivers for this market include the rising consumer demand for natural ingredients in nutraceuticals and dietary supplements. The growing interest in herbal remedies and natural skin care products also boosts the appeal of white mulberry leaves extract. Further supporting market growth are advancements in extraction technologies and the expansion of distribution channels, especially in e-commerce.

Increasing governmental support for herbal medicine research and the growth of online retail platforms make this extract more accessible globally. By form, the powder segment is anticipated to reach USD 54.29 billion by 2032, growing at a CAGR of 12.8%. Powdered extracts are favored for their versatility, ease of use, and widespread application in nutraceuticals and supplements. Their longer shelf life and higher concentration of active ingredients make them an attractive option for both manufacturers and consumers.

In terms of application, the nutraceuticals segment is set to expand to USD 37.23 billion, registering a CAGR of 13% by 2032. The extract's potential to aid in blood sugar

management, support weight loss, and provide antioxidant benefits drives its demand in this segment. Online retail is expected to be the fastest-growing distribution channel, reaching USD 42.95 billion with a CAGR of 13% by 2032. The convenience of online shopping, combined with easy access to product information and reviews, is pushing more consumers toward e-commerce. The Asia-Pacific region will dominate the market, growing at a CAGR of 13.1% and reaching USD 37.59 billion by 2032, driven by the region's traditional use of mulberry and strong consumer demand for natural health products.

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