

Avenanthramides Market Size, Share & Trends Analysis Report By Product (Natural, Synthetic), By End Use (Personal Care & Cosmetics, Pharmaceuticals, Animal Health), By Region (North America, Europe, Asia Pacific, Latin America), And Segment Forecasts, 2026 - 2033

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Abstracts

The global avenanthramides market size was estimated at USD 145.1 million in 2025 and is projected to reach USD 295.0 million, growing at a CAGR of 9.5% from 2026 to 2033. Demand for avenanthramides is increasing as the cosmetic, pharmaceutical, and nutraceutical industries look for natural, evidence-based anti-inflammatory ingredients.

Patents and clinical advancements support this growth, while rising consumer preference for oat-derived actives further boosts adoption. Limited availability of raw materials and complex extraction processes keep prices and margins high, which, in turn, drive greater investment in specialized processing capacity. Consumers increasingly prefer natural, clinically validated ingredients, while formulators value avenanthramides for their combined antioxidant and anti-inflammatory benefits. Pharmaceutical interest is also expanding as early clinical findings indicate a strong safety profile. Premium positioning supports higher margins, which encourages ingredient manufacturers and biotech firms to invest in advanced extraction techniques, standardization, and stability research. Demand is strongest in North America, Europe, and the Asia Pacific, where regulatory systems and skincare markets are well established.

However, growth is constrained by the limited availability of oat bran rich in avenanthramides, variability in phytochemical yields across cultivars, and the high cost

of purification. Smaller suppliers often face challenges in scaling GMP production, whereas larger companies secure intellectual property rights and long-term supply agreements to maintain market share. Strategic research partnerships and contract manufacturing help reduce supply risks and accelerate commercialization, while investors continue to support expansion and scale-up initiatives.

The rising preference for personalized beauty and nutrition solutions is driving demand further. Brands are reformulating products with targeted bioactive compounds that address concerns such as sensitive skin, eczema, and lifestyle-related inflammation. In addition, sustainability trends are shaping adoption as oat cultivation has a relatively low environmental impact. This aligns well with clean-label and eco-conscious initiatives, strengthening consumer trust, enabling premium pricing, and reinforcing avenanthramides as a key ingredient in advanced skincare and functional health products.

Global Avenanthramides Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global avenanthramides market report based on product, end use, and region.

Product Outlook (Volume, Kilotons; Revenue, USD Million, 2021 - 2033)

Natural

Synthetic

End Use Outlook (Volume, Kilotons; Revenue, USD Million, 2021 - 2033)

Personal Care & Cosmetics

Pharmaceuticals

Animal Health

Other End Use

Regional Outlook (Volume, Kilotons; Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

Italy

Spain

France

Asia Pacific

China

India

Japan

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

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