

Europe Astaxanthin Market Size, Share & Trends Analysis Report By Source (Natural, Synthetic), By Product (Dried Algae Meal or Biomass, Oil, Softgel, Liquid), By Application, And Segment Forecasts, 2025 - 2033

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Abstracts

Europe Astaxanthin Market Summary

The Europe astaxanthin market size was estimated at USD 552.50 million in 2024 and is projected to reach USD 1,700.55 million by 2033, growing at a CAGR of 13.00% from 2025 to 2033. The increasing demand for natural antioxidants in the health and wellness sector is driving market expansion, as consumers increasingly focus on preventive healthcare and opt for nutritional supplements sourced from nature. Awareness of astaxanthin's anti-inflammatory and antioxidative properties encourages its use for skin, eye, and cardiovascular health.

The growing incidence of age-related disorders prompts elderly consumers to include it in their daily routines, while athletes and fitness enthusiasts value its role in muscle recovery and endurance. Clean-label trends are boosting the adoption of microalgae-derived astaxanthin across Europe. At Vitafoods Europe 2024, Divi's Nutraceuticals launched AstaBead, highly concentrated beadlets (5% astaxanthin) from microalgae oleoresin produced with 100% renewable energy, offering a clean-label, sugar-free, palm-oil-free, and nanoparticle-free solution. The shift toward chemical-free, plant-based nutraceuticals continues to reinforce this growth.

The cosmetics industry contributes significantly to market growth as astaxanthin gains traction as an active ingredient in anti-aging formulations. Skin care brands increasingly incorporate it into serums, creams, and sunscreens because it can combat oxidative

stress and support skin elasticity. Consumer preference for beauty-from-within solutions is boosting the demand for ingestible astaxanthin supplements in the nutricosmetics category. Social media campaigns and influencer-driven marketing are accelerating product visibility among young consumers. In late 2023, the EU amended its novel food regulations to permit astaxanthin use in children aged 3-10 and adolescents aged 10-14, reflecting enhanced safety confidence and enabling product innovation targeting younger consumers. Moreover, scientific studies highlighting astaxanthin's photoprotective and moisturizing effects are strengthening its positioning in premium personal care lines. Key market players are investing in advanced formulations that combine astaxanthin with collagen, hyaluronic acid, and other actives to enhance efficacy, widening the product appeal across various consumer demographics.

Europe Astaxanthin Market Report Segmentation

This report forecasts revenue growth at 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 Europe astaxanthin market report based on source, product, application, and country:

Source Outlook (Revenue, USD Million, 2021 - 2033)

Natural

Yeast

Krill/Shrimp

Microalgae

Others

Synthetic

Product Outlook (Revenue, USD Million, 2021 - 2033)

Dried Algae Meal or Biomass

Oil

Softgel

Liquid

Others

Application Outlook (Revenue, USD Million, 2021 - 2033)

Nutraceuticals

Cosmetics

Aquaculture and Animal Feed

Food

Functional Foods and Beverages

Other Traditional Food Manufacturing Applications

Others

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