

Mussel Oil & Powder Market Size, Share & Trends Analysis Report By Form (Oil, Powder), By Grade (Food, Cosmetic, Pharmaceutical), By Application, By Distribution Channel, By Region, And Segment Forecasts, 2021 - 2028

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Abstracts

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Mussel Oil & Powder Market Growth & Trends

The global mussel oil and powder market size is expected to reach USD 241.15 million by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 5.3% from 2021 to 2028. Increasing demand for mussel oil and powder in biopharmaceuticals is one of the key factors driving the industry. The product helps cure several health issues such as rheumatoid arthritis, osteoarthritis, asthma, inflammatory problems in the stomach, and attention deficit hyperactivity disorder (ADHD) disorder in minors.

According to reports of clinical research, green-lipped mussel oil capsules can be effective in relieving joint pain by 60%. It can also help reduce the risk of heart diseases and has the ability to provide pain relief and also comfort muscular tissues. These factors are expected to fuel the growth of the market over the forecast period.

Further, the steadily growing dietary health supplement market is anticipated to reflect substantial growth for both oil and powder products. Health benefits associated with mussel oil and powder such as improved cardiovascular health, lung potency, and bone strength foster the product demand in the dietary supplements. They also possess antioxidant properties. The rising dependence on social media platforms as a concrete

stage to analyze a product's benefits is projected to further boost industry growth.

However, the industry business undergoes various challenges in terms of the high cost of production, high-level strategic processing, and high investment in product R&D. For instance, mussel powder manufacturing involves a similar process as the mussel oil manufacturing till the meat is obtained from the shells. Further, the meat goes through the de-fatting process and is then crushed into a slurry.

The obtained slurry is freeze-dried and converted to a dry biscuit. Surface lipids are removed through the supercritical fluid extraction process. Finally, the biscuit goes through the milling process to help obtain the mussel powder. Numerous processes involved in manufacturing require additional equipment, thus adding to the overall cost. Thus, these factors are likely to act as restraining factors for market growth.

In terms of product pricing, demand for dietary supplements, a key application area, grew significantly during the pandemic causing a hike in product prices. The global dietary supplements market was valued at USD 56.05 million in 2020. Even though demand continued to grow, the industry faced challenges in logistics and the supply chain. With ease in restrictions, manufacturers are now able to procure raw materials easily, catering to the rising demand from the end users with a higher margin.

Mussel Oil & Powder Market Report Highlights

Asia Pacific held the largest share in terms of both volume and revenue in 2020 and is likely to maintain its lead in the coming years due to the growing health consciousness and rising population

Italy produces 64,000 tons of freshwater mussels per year with an average consumption of 1,20,000 tons per year, thereby contributing to over 48% of the volume of all farmed marine products in Europe

By grade, the pharmaceutical segment accounted for the largest revenue share of over 55.0% in 2020 majorly due to the product utilization in the protection of the gastrointestinal tract and treatment of ADHD and arthritis among others

Key industry participants are constantly involved in product development and cater to the majority of the application markets across multiple regions

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