

# Natural Antioxidants Market Size, Share & Trends Analysis Report By Product (Vitamin C, Vitamin E, Polyphenols, Carotenoids), By Application (Pharmaceuticals, Food, Animal feed, Beverages), By Region, And Segment Forecasts, 2025 - 2030

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## Abstracts

This report can be delivered to the clients within 3 Business Days

### Natural Antioxidants Market Growth & Trends

The global natural antioxidants market size is anticipated to reach USD 1.50 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 3.9% from 2025 to 2030. Rising demand for organic personal care products is anticipated to augment natural antioxidants market demand owing to their benefits to skin and hair. In addition, increasing consumer awareness regarding the benefits of fortified food is expected to propel the demand for natural antioxidants over the projected period. Growing consumer awareness regarding the benefits of consumption of natural antioxidants on health is likely to fuel market growth. Market growth for vitamin E and vitamin C supplements is also supported by the ease of availability, expansion of the healthcare sector, and low cost of these ingredients.

Demand for vitamin C was the highest accounting for over 80% of the global demand in 2014 and this trend is likely to continue over the forecast period. Extensive use of the product in pharmaceuticals coupled with increasing demand for drugs owing to the high prevalence of cancer and cardiovascular diseases is expected to fuel market growth. Overproduction of vitamin C is anticipated to hamper market growth over the next seven years. Carotenoids are anticipated to be the fastest-growing segment

within the global market owing to its increasing use in pharmaceuticals for coloration.

## Natural Antioxidants Market Report Highlights

The Vitamin C product segment dominated the market and accounted for the largest revenue share in 2024. This growth is attributed to its well-known health benefits, particularly in promoting collagen production and enhancing skin elasticity.

The pharmaceutical application segment led the global natural antioxidants industry and accounted for the largest revenue share in 2024, primarily driven by increasing consumer health and wellness awareness.

The Asia Pacific natural antioxidants market dominated the global market and accounted for the largest revenue share in 2024.

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