

Psyllium Market Size, Share & Trends Analysis Report By Product (Psyllium Seeds, Whole Psyllium Husk), By Nature (Organic, Conventional), By Application (Food & Beverages, Dietary Supplements), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Psyllium Market Growth & Trends

The global psyllium market size was estimated to reach USD 660.7 million in 2030 and is anticipated to expand at a CAGR of 9.7% from 2024 to 2030, according to a new report by Grand View Research, Inc. The rising prevalence of chronic diseases such as diabetes, obesity, and gastrointestinal disorders has increased the demand for natural dietary fibers like psyllium. Consumers are increasingly adopting healthier lifestyles and seeking dietary supplements and functional foods that promote digestive health and weight management. Psyllium's soluble fiber content effectively aids in regulating bowel movements and lowering cholesterol levels, enhancing its appeal in dietary and pharmaceutical applications.

Regulatory approvals from health authorities such as the Food and Drug Administration (FDA) in the United States and European Food Safety Authority (EFSA) in Europe further validated the psyllium's health claims and safety for consumption. This regulatory support boosts consumer confidence and encourages manufacturers to incorporate psyllium into a wide range of products, including dietary supplements, pharmaceuticals, and functional foods, driving the market for psyllium during the forecast period.

Furthermore, the pharmaceutical and nutraceutical sectors represent substantial growth opportunities for the psyllium market. Psyllium is widely used as an active ingredient in laxatives, fiber supplements, and dietary fiber formulations due to its natural origin and regulatory approval for health claims related to digestive health. Manufacturers are innovating in product formulations to cater to specific health needs, such as products targeting irritable bowel syndrome (IBS) and constipation, further augmenting the growth and demand for psyllium during the forecast period.

Moreover, the global trend towards natural and plant-based ingredients in food and beverages has positively influenced the demand for psyllium. As consumers seek clean label products and healthier alternatives to synthetic ingredients, psyllium's natural origin and functional benefits make it an attractive ingredient for food formulators. Psyllium is used in a variety of food applications, including bakery products, cereals, snacks, and beverages, to enhance fiber content without compromising taste or texture. Manufacturers are responding to this trend by incorporating psyllium into new product formulations and promoting its nutritional benefits to meet consumer preferences for natural and sustainable food choices. This is expected to further drive the demand for the psyllium market during the forecast period.

Major players in the psyllium market include Satnam Psyllium Industries; Viradhara International; Premcem Gums Pvt. Ltd.; Jyotindra International; Abhyuday Industries; Shree Mahalaxmi Psyllium Pvt. Ltd.; Ispasen Remedies Private Limited; Rajganga Agr%Product Pvt. Ltd.; Gayatri Psyllium Industries; Shubh Psyllium Industries; Psyllium Labs LLC; and Keyur Industries. Manufacturers are expanding their product portfolios to cater to diverse consumer preferences and industry requirements. This includes offering different forms of psyllium such as whole husk, husk powder, and psyllium seeds, each tailored for specific applications in pharmaceuticals, dietary supplements, functional foods, and beverages.

Psyllium Market Report Highlights

North America is expected to grow with a CAGR of 10.5% over the forecast period from 2024 to 2030, driven by increasing consumer awareness of dietary fibers and the growing trend towards natural health supplements.

The psyllium husk powder market is expected to grow at a CAGR of 12.3% from 2024 to 2030. Psyllium

powder is highly soluble and can be easily incorporated into various food products, beverages, and dietary supplements, making it a preferred choice for both consumers and manufacturers.

The organic psyllium market is expected to grow with a CAGR of 12.6% over the forecast period. Organic psyllium is cultivated without the use of synthetic pesticides or fertilizers, making it an attractive option for consumers seeking clean-label and environmentally friendly products, leading to increasing demand for organic psyllium.

Psyllium application in dietary supplements is expected to grow with a CAGR of 11.2% from 2024 to 2030. Psyllium is a rich source of soluble fiber, which helps regulate bowel movements, reduce cholesterol levels, and manage blood sugar levels, making it a popular ingredient in dietary supplements.

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