

# **Bioactive Ingredients Market Report by Ingredients Type (Fibers, Vitamins, Omega-3 PUFA, Minerals, Carotenoids and Antioxidants, Probiotics, Plant Extracts, and Others), Application (Dietary Supplements, Functional Beverages, Personal Care, Animal Nutrition), and Region 2024-2032**

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## **Abstracts**

The global bioactive ingredients market size reached US\$ 48.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 87.4 Billion by 2032, exhibiting a growth rate (CAGR) of 6.5% during 2024-2032. The increasing health consciousness among the masses, rising product utilization in the cosmetics and personal care industry, widespread product adoption in animal feed, and growing product applications in the food and beverage (F&B) industry are some of the major factors propelling the market.

Bioactive ingredients refer to substances that possess biological activity and exert specific physiological effects on living organisms. They include vitamins, antioxidants, fibers, alkaloids, flavonoids, polyphenols, carotenoids, minerals, and fibers. They are generally derived from eggs, meat, milk, fish, soy, wheat, rice, and broccoli. Bioactive ingredients are widely used in nutritional supplements, drug formulations, cosmetics, animal feed, functional foods, and personal care products. They exhibit anti-microbial and anti-inflammatory properties, which aid in boosting immunity, improving overall health, and reducing the risks of chronic illnesses.

The widespread product utilization in the food and beverage (F&B) industry to produce energy bars, sports drinks, herbal teas, bread, pastries, snacks, dark chocolates, and dairy products is providing an impetus to the market growth. Furthermore, the

increasing product adoption in animal feed and nutrition to improve digestive health, stimulate growth, increase nutrient absorption, enhance performance, and reduce the risk of diseases is contributing to the market growth. Apart from this, the rising product applications in the pharmaceutical industry as active pharmaceutical ingredients (APIs) and drug delivery systems to improve the efficiency, safety, and efficacy of medications, are supporting the market growth. Other factors, including the rising geriatric population, implementation of supportive government policies, and the growing demand for natural and functional ingredients, are anticipated to drive the market growth.

#### Bioactive Ingredients Market Trends/Drivers:

The increasing health consciousness among the masses

The increasing health consciousness among the masses owing to the escalating prevalence of chronic ailments, such as diabetes, cancer, neurodegenerative disorders, respiratory illnesses, and cardiovascular diseases (CVDs), is positively influencing the market growth. Bioactive ingredients exhibit several health-promoting properties, such as antioxidant activity, anti-inflammatory effects, immunomodulatory action, and antimicrobial resistance, which aids in preventing oxidative damage, reducing inflammation, regulating immune response, and enhancing body's defense against viruses, bacteria, fungi, and other pathogens. Furthermore, regular consumption of bioactive ingredients aids in lowering blood pressure, improving blood circulation, reducing cholesterol levels, and preventing age-related cognitive decline. Moreover, they assist in improving gut function, promoting the growth of beneficial gut bacteria, and enhancing nutrient absorption.

The rising product utilization in the cosmetics and personal care industry

Bioactive ingredients find extensive applications in the cosmetics and personal care industry due to their ability to enhance overall skin and hair health. They are widely used in moisturizers and lotions to hydrate and nourish the skin, improve elasticity, and promote an even complexion. In addition to this, several anti-aging products, such as creams and serums, incorporate bioactive ingredients to promote skin firmness, improve texture, and reduce the appearance of fine lines, age spots, and wrinkles is favoring the market growth. Moreover, the widespread utilization of bioactive ingredients in face cleansers, toners, and acne treatment products to unclog pores, exfoliate dead skin cells, control oil production, and reduce inflammation is acting as another growth-inducing factor.

## Extensive research and development (R&D) activities

The bioactive ingredients market is continuously evolving due to the extensive R&D activities leading to various innovations. In line with this, the utilization of genetic engineering to modify organisms and plants to produce specific bioactive ingredients, thus enabling better yield, higher purity levels, and faster production rate, is facilitating the market growth. Furthermore, the introduction of advanced extraction and purification methods, such as membrane separation and chromatography techniques, which improve overall manufacturing efficiency, reduce waste generation, and minimize adverse environmental impact, is favoring the market growth. Moreover, the recent development of microencapsulation technology, which improves the functionality and stability of bioactive ingredients in food, beverages, and personal care products, is positively influencing the market growth.

## Bioactive Ingredients Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global bioactive ingredients market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on ingredients type and application.

## Breakup by Ingredients Type:

- Fibers
- Vitamins
- Omega-3 PUFA
- Minerals
- Carotenoids and Antioxidants
- Probiotics
- Plant Extracts
- Others

Fibers dominate the bioactive ingredients market

The report has provided a detailed breakup and analysis of the bioactive ingredients market based on the ingredient type. This includes fibers, vitamins, omega-3 PUFA, minerals, carotenoids and antioxidants, probiotics, plant extracts and others. According to the report, fibers represented the largest market segment.

Fibers are known for playing an essential role in maintaining digestive health, promoting

regular bowel movements, and preventing constipation. Furthermore, they aid in minimizing the risk of various chronic illnesses, such as heart disease, type 2 diabetes, and certain types of cancer. Moreover, fibers can be incorporated into a wide range of products, including dietary supplements, pharmaceuticals, beverages, and foods, such as breakfast cereals, energy bars, snacks, smoothies, juices, shakes, and sports drinks. Apart from this, fibers offer several functional properties, such as the ability to form gels, improve the texture of food products, and act as a natural alternative to traditional thickeners and stabilizers.

#### Breakup by Application:

- Dietary Supplements
- Functional Beverages
- Personal Care
- Animal Nutrition

Dietary supplements represent the leading application segment

The report has provided a detailed breakup and analysis of the bioactive ingredients market based on the application. This includes dietary supplements, functional beverages, personal care, and animal nutrition. According to the report, dietary supplements represented the largest market segment.

The rising demand for dietary supplements owing to the increasing health concerns among the masses and emphasis on preventive health measures is acting as a growth-inducing factor. Dietary supplements offer a convenient and accessible means of consuming beneficial nutrients and bioactive compounds, especially for individuals with busy lifestyles and hectic schedules. Moreover, they aid in optimizing bodily functions and addressing specific health concerns, such as immune support, joint health, cognitive function, and cardiovascular health. Apart from this, dietary supplements are available in a wide range of formulations and delivery formats, such as capsules, tablets, powders, liquids, and gummies, which provide flexibility and enhance consumer convenience.

#### Breakup by Region:

- Asia Pacific
- North America
- Europe

Middle East and Africa  
Latin America

Asia Pacific exhibits a clear dominance in the market, accounting for the largest bioactive ingredients market share.

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, North America, Europe, Middle East and Africa, and Latin America. According to the report, Asia Pacific represented the largest market for bioactive ingredients.

Asia Pacific is dominating the bioactive ingredients market due to rising disposable incomes. In addition to this, consumers are significantly investing in health-related products, such as nutritional foods, dietary supplements, functional beverages, and personal care products, which contain beneficial bioactive ingredients. Moreover, the growing adoption of traditional medicines and herbal remedies in the region is facilitating the demand for bioactive ingredients that are derived from plants and other natural sources. Apart from this, the presence of rich biodiversity in the region, including various plants, animal species, and marine life, provides ample opportunities for the extraction and development of bioactive ingredients. Additionally, the implementation of supportive policies by several regional governments to encourage scientific studies in the production, extraction, and exploration of potential benefits of bioactive ingredients is contributing to the market growth.

#### Competitive Landscape:

Several key market players are significantly investing in research and development (R&D) projects to identify new bioactive ingredients, create new formulations, and explore potential applications. Furthermore, growing strategic partnerships between top companies and regional distributors to expand sales channels, increase market penetration, and ensure easy accessibility to products is supporting the market growth. Moreover, aggressive promotional and branding activities by manufacturers through digital marketing channels and educational seminars to raise awareness regarding their products, improve brand visibility, and attract new customers are favoring the market growth. Apart from this, several key players are incorporating sustainable practices in their manufacturing processes and supply chains to attract environmentally conscious consumers and gain a competitive advantage.

The report has provided a comprehensive analysis of the competitive landscape in the global bioactive ingredients market. Detailed profiles of all major companies have also

been provided. Some of the key players in the market include:

Archer Daniel Midland

Cargill

BASF SE

AJINOMOTO CO

Arla Foods

FMC Corporation

Ingredion Incorporated

Mazza Innovation Ltd.

Roquette

Sabinsa Corporation

Recent Developments:

In May 2023, Archer Daniel Midland signed a strategic agreement with Air Protein to advance the development and production of unique landless protein.

In May 2023, Cargill announced its decision to expand its award-winning regenerative agriculture program in Europe. Under this initiative, farmers in Germany, France, Poland, and Romania will be financially compensated for adopting climate-friendly farming practices.

In May 2023, Ajinomoto Co., Inc. concluded a joint research and development agreement with Logomix Inc., a start-up company with proprietary genome engineering platform called Geno-Writing™. The companies aim to develop a sustainable amino-acid production method with a lower environmental impact, including minimal carbon dioxide emissions during the fermentation process.

### Key Questions Answered in This Report

1. How big is the global bioactive ingredients market?
2. What is the expected growth rate of the global bioactive ingredients market during 2024-2032?
3. What are the key factors driving the global bioactive ingredients market?
4. What has been the impact of COVID-19 on the global bioactive ingredients market?
5. What is the breakup of the global bioactive ingredients market based on the ingredients type?
6. What is the breakup of the global bioactive ingredients market based on the application?
7. What are the key regions in the global bioactive ingredients market?
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