

# Wheatgrass Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global wheatgrass market size reached 3,785.8 Tons in 2022. Looking forward, IMARC Group expects the market to reach 5,073.3 Tons by 2028, exhibiting a growth rate (CAGR) of 4.9% during 2023-2028.

Wheatgrass refers to the freshly sprouted leaves of the common wheat plant, *Triticum aestivum*. On account of its unusual green hue, wheatgrass is also known as green blood. As wheatgrass is a rich source of several nutrients, amino acids, minerals, enzymes and vitamins, it offers supplemental nutrition, improves overall health and helps in detoxifying the body naturally. Wheatgrass can be consumed on its own as a drink, or used in combination with other juices or supplements. Wheatgrass is the young plant belonging to the wheat family that is widely found across temperate regions. It is available in the market as a dietary supplement in powder, capsule and liquid forms. Wheatgrass extracts can also be utilized in the food and beverage sector as a flavoring component. Since it is highly concentrated with nutrients, such as iron, calcium magnesium, proteins, chlorophyll, vitamins, amino acids, enzymes and phytonutrients, it is widely associated with numerous health benefits. Its consumption is known to aid in maintaining cholesterol levels, stimulating metabolism and improving cognitive function. It can also be used as a treatment for anemia, cancer, diabetes, ulcerative colitis, joint pain, parasitic infections and respiratory tract problems. Apart from this, the personal care industry has now started utilizing wheatgrass in diverse product types to treat skin conditions, including acne, wounds, eczema, hemorrhoids, psoriasis, chapped lips and athlete's foot.

Growing awareness regarding the increasing prevalence of lifestyle diseases has led

consumers to incorporate health supplements in their diets, thereby increasing the uptake of wheatgrass products on a global level. Apart from this, numerous food and beverage manufacturers are infusing wheatgrass in their products to cater to health-conscious consumers. Inflating disposable income levels and improving living standards of the majority of the population, along with the thriving food and beverage industry, are further providing a thrust to the market growth. Also, an enhanced focus toward sustainable development has led to the availability of organic wheatgrass that is produced without the use of artificial additives and chemical fertilizers. Furthermore, several cafes and restaurants are now experimenting with their menus by incorporating numerous healthy ingredients such as wheatgrass, which is expected to create a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global wheatgrass market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on raw material, product and application.

#### Breakup by Raw Material:

Regular Wheatgrass  
Organic Wheatgrass

Amongst these, organic wheatgrass is the leading segment in the market.

#### Breakup by Product:

Wheatgrass Liquid  
Wheatgrass Powder

At present, wheatgrass liquid exhibits a clear dominance in the market.

#### Breakup by Application:

Health and Nutrition  
Pharmaceuticals  
Food and Beverages

Currently, health and nutrition account for a majority of the total market share.

## Regional Insights:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

On the geographical front, North America holds the leading position in the market.

## Competitive Landscape:

The competitive landscape of the market has also been examined in the report with the detailed profiles of the key players operating in it.

## Key Questions Answered in This Report

1. What was the size of the global wheatgrass market in 2022?
2. What is the expected growth rate of the global wheatgrass market during 2023-2028?
3. What has been the impact of COVID-19 on the global wheatgrass market?
4. What are the key factors driving the global wheatgrass market?
5. What is the breakup of the global wheatgrass market based on the raw material?
6. What is the breakup of the global wheatgrass market based on the product?
7. What is the breakup of the global wheatgrass market based on the application?
8. What are the key regions in the global wheatgrass market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL WHEATGRASS MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Region
- 5.5 Market Breakup by Raw Material
- 5.6 Market Breakup by Product
- 5.7 Market Breakup by Application
- 5.8 Market Forecast
- 5.9 Key Drivers and Success Factors

### **6 MARKET BREAKUP BY REGION**

- 6.1 North America
  - 6.1.1 Market Trends

- 6.1.2 Market Forecast
- 6.2 Europe
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Asia-Pacific
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast
- 6.4 Middle East and Africa
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Latin America
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY RAW MATERIAL**

- 7.1 Regular Wheatgrass
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Organic Wheatgrass
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY PRODUCT**

- 8.1 Wheatgrass Liquid
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Wheatgrass Powder
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY APPLICATION**

- 9.1 Health and Nutrition
  - 9.1.1 Market Trends
  - 9.1.2 Market Forecast
- 9.2 Pharmaceuticals
  - 9.2.1 Market Trends

- 9.2.2 Market Forecast
- 9.3 Food and Beverages
  - 9.3.1 Market Trends
  - 9.3.2 Market Forecast

## **10 WHEATGRASS POWDER MANUFACTURING PROCESS**

- 10.1 Product Overview
- 10.2 Detailed Process Flow
- 10.3 Various Types of Unit Operations Involved
- 10.4 Mass Balance and Raw Material Requirements

## **11 REQUIREMENTS FOR SETTING UP A WHEATGRASS POWDER MANUFACTURING PLANT**

- 11.1 Land Location and Site Development
- 11.2 Construction Requirements
- 11.3 Machinery Requirements
- 11.4 Machinery Pictures
- 11.5 Raw Material Requirements
- 11.6 Raw Material and Final Product Pictures
- 11.7 Packaging Requirements
- 11.8 Transportation Requirements
- 11.9 Utility Requirements
- 11.10 Manpower Requirements

## **12 COMPETITIVE LANDSCAPE**

- 12.1 Market Structure
- 12.2 Key Players

## **13 KEY PLAYER PROFILES**

## List Of Tables

### LIST OF TABLES

Table 1: Global: Wheatgrass Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Wheatgrass Market Forecast: Breakup by Region (in Tons), 2023-2028

Table 3: Global: Wheatgrass Market Forecast: Breakup by Raw Material (in Tons), 2023-2028

Table 4: Global: Wheatgrass Market Forecast: Breakup by Product (in Tons), 2023-2028

Table 5: Global: Wheatgrass Market Forecast: Breakup by Application (in Tons), 2023-2028

Table 6: Wheatgrass Powder Manufacturing Plant: Raw Material Requirements (in Kg/Year)

Table 7: Wheatgrass Powder Manufacturing Plant: Land and Site Requirements

Table 8: Wheatgrass Powder Manufacturing Plant: Construction's Requirements

Table 9: Wheatgrass Powder Manufacturing Plant: Machinery and Infrastructure Requirements

Table 10: Wheatgrass Powder Manufacturing Plant: Raw Materials Requirements (in Tons/Day)

Table 11: Wheatgrass Powder Manufacturing Plant: Utilities Requirements

Table 12: Wheatgrass Powder Manufacturing Plant: Manpower Requirements

Table 13: Global: Wheatgrass Market: Competitive Structure

Table 14: Global: Wheatgrass Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Wheatgrass Market: Major Drivers and Challenges

Figure 2: Global: Wheatgrass Market: Volume Trends (in Tons), 2017-2022

Figure 3: Global: Wheatgrass Market: Value Trends (in Million US\$), 2017-2022

Figure 4: Global: Wheatgrass Market: Breakup by Region (in %), 2022

Figure 5: Global: Wheatgrass Market: Breakup by Raw Material (in %), 2022

Figure 6: Global: Wheatgrass Market: Breakup by Product (in %), 2022

Figure 7: Global: Wheatgrass Market: Breakup by Application (in %), 2022

Figure 8: Global: Wheatgrass Market Forecast: Volume Trends (in Tons), 2023-2028

Figure 9: Global: Wheatgrass Market Forecast: Value Trends (in Million US\$),  
2023-2028

Figure 10: North America: Wheatgrass Market: Volume Trends (in Tons), 2017 & 2022

Figure 11: North America: Wheatgrass Market Forecast: Volume Trends (in Tons),  
2023-2028

Figure 12: Europe: Wheatgrass Market: Volume Trends (in Tons), 2017 & 2022

Figure 13: Europe: Wheatgrass Market Forecast: Volume Trends (in Tons), 2023-2028

Figure 14: Asia-Pacific: Wheatgrass Market: Volume Trends (in Tons), 2017 & 2022

Figure 15: Asia-Pacific: Wheatgrass Market Forecast: Volume Trends (in Tons),  
2023-2028

Figure 16: Middle East and Africa: Wheatgrass Market: Volume Trends (in Tons), 2017  
& 2022

Figure 17: Middle East and Africa: Wheatgrass Market Forecast: Volume Trends (in  
Tons), 2023-2028

Figure 18: Latin America: Wheatgrass Market: Volume Trends (in Tons), 2017 & 2022

Figure 19: Latin America: Wheatgrass Market Forecast: Volume Trends (in Tons),  
2023-2028

Figure 20: Global: Regular Wheatgrass Market: Volume Trends (in Tons), 2017 & 2022

Figure 21: Global: Regular Wheatgrass Market Forecast: Volume Trends (in Tons),  
2023-2028

Figure 22: Global: Organic Wheatgrass Market: Volume Trends (in Tons), 2017 & 2022

Figure 23: Global: Organic Wheatgrass Market Forecast: Volume Trends (in Tons),  
2023-2028

Figure 24: Global: Wheatgrass Liquid Market: Volume Trends (in Tons), 2017 & 2022

Figure 25: Global: Wheatgrass Liquid Market Forecast: Volume Trends (in Tons),  
2023-2028

Figure 26: Global: Wheatgrass Powder Market: Volume Trends (in Tons), 2017 & 2022



Figure 27: Global: Wheatgrass Powder Market Forecast: Volume Trends (in Tons), 2023-2028

Figure 28: Global: Wheatgrass (Applications in Health and Nutrition) Market: Volume Trends (in Tons), 2017 & 2022

Figure 29: Global: Wheatgrass (Applications in Health and Nutrition) Market Forecast: Volume Trends (in Tons), 2023-2028

Figure 30: Global: Wheatgrass (Applications in Pharmaceuticals) Market: Volume Trends (in Tons), 2017 & 2022

Figure 31: Global: Wheatgrass (Applications in Pharmaceuticals) Market Forecast: Volume Trends (in Tons), 2023-2028

Figure 32: Global: Wheatgrass (Applications in Food and Beverages) Market: Volume Trends (in Tons), 2017 & 2022

Figure 33: Global: Wheatgrass (Applications in Food and Beverages) Market Forecast: Volume Trends (in Tons), 2023-2028

Figure 34: Wheatgrass Powder Manufacturing Plant: Detailed Process Flow

Figure 35: Wheatgrass Powder Manufacturing Process: Conversion Rate of Feedstocks

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