

L-Theanine Extract Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/L15FC765BE73EN.html>

Date: January 2026

Pages: 140

Price: US\$ 3,950.00 (Single User License)

ID: L15FC765BE73EN

Abstracts

L-Theanine Extract Market, sustaining a 6.26% CAGR, is anticipated to rise from USD 96.353 million in 2025 to USD 138.675 million in 2031.

L-Theanine, a non-proteinogenic amino acid abundant in *Camellia sinensis* (tea), is valued for promoting relaxed alertness through enhanced alpha brain wave activity without sedation. Commercial forms derive from natural tea leaf extraction, chemical synthesis, or microbial fermentation, each influencing cost, purity, enantiomeric composition, and regulatory compliance. The market is segmented by production method, application (primarily Food and Beverage and Healthcare), end-user (Industrial bulk purchasers versus Individual consumers), and form (Powder predominant, with Liquid for specific beverage matrices).

Key growth drivers include rising urban stress and anxiety, pushing demand for natural, non-prescription anxiolytics and nootropics. L-Theanine's proven synergy with caffeine—mitigating stimulatory side effects while preserving focus—has cemented its role in functional beverages and supplements. Clinical validation of this combination supports sustained Industrial incorporation into RTD teas, energy drinks, and cognitive formulations, particularly in the Food and Beverage segment.

Regulatory divergence shapes market dynamics profoundly. In the European Union, Regulation (EU) 2015/2283 classifies synthetic and fermented L-Theanine as Novel Foods, necessitating costly pre-market authorization via EFSA. This restricts low-cost supply, compelling EU formulators to source premium, naturally extracted material from tea leaves, elevating prices and favoring clean-label positioning. Conversely, FDA GRAS status in the United States facilitates broad application across Food and Beverage and Healthcare without pre-market hurdles, accelerating innovation and

volume growth. Japan's Food Sanitation Law recognizes L-Theanine as a traditional tea component and approved additive, ensuring regulatory stability and extensive domestic use.

Supply chain concentration in Asia Pacific, led by China and Japan, dominates global output through established tea cultivation and cost-efficient synthesis. Natural extracts from high-L-Theanine cultivars (e.g., shade-grown Gyokuro) command premiums due to agricultural variability and processing intensity, while synthetic routes using L-glutamic acid and ethylamine set floor pricing for bulk Powder. Enantiomer purity—ensuring bioactive L-form—is critical, driving investment in advanced separation technologies.

The Food and Beverage segment leads volume demand, fueled by functional RTD integration for 'clean energy' claims targeting professionals and students. Industrial end-users prioritize scalable, high-purity Powder for cost efficiency, navigating regional regulations through diversified sourcing—natural extracts for EU clean-label compliance, synthetic for permissive markets.

Geographically, the United States exhibits high-volume innovation under GRAS flexibility, with strong Individual demand for Capsules/Powder in stress and nootropic categories, alongside booming beverage fortification. Germany reflects EU constraints, channeling demand toward premium natural extracts for Healthcare supplements. Japan maintains robust, embedded consumption via traditional tea culture and Industrial applications in gums, confectioneries, and bottled beverages. Brazil and Saudi Arabia show emerging potential, limited by import costs and awareness, with focus on Individual Healthcare supplements and nascent Industrial fortification.

Competitive landscape features Asia-Pacific bulk suppliers dominating volume Powder (synthetic and extracted) versus Western branded players emphasizing consumer-facing innovation and trust. Botaniex, Inc. targets Industrial clients with documented purity and certifications for mid-to-high-tier supply. NOW Foods leverages brand equity and internal verification for Capsule-based Individual products, often blended for stress support. Xi'an Green Spring Technology Co., Ltd. competes on scale and pricing for global Industrial bulk.

Recent developments underscore cognitive health expansion. In May 2024, Green Bioactives reported clinical results for GBL-Memory, a proprietary L-Theanine and fructooligosaccharide blend, demonstrating up to 10.1% memory enhancement, published in Food Science and Nutrition. This validation prompted HARKE Pharma GmbH's October 2025 acquisition of global rights to the patented Memory Complex,

positioning it for broader cognitive formulation integration across North America and Europe.

The L-Theanine Extract market is propelled by mental wellness trends, regulatory-driven segmentation, and supply concentration in Asia Pacific. Opportunities lie in premium natural extracts for stringent markets and synergistic blends for nootropic innovation, while challenges include price volatility, enantiomer control, and Novel Food barriers in Europe. Sustained demand across functional beverages and Healthcare supplements ensures continued evolution, favoring suppliers with purity expertise and regulatory adaptability.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

L-Theanine Extract Market Segmentation

By Type

Capsule

Powder

Liquid

By Application

Food and Beverage

Healthcare

Pharmaceutical

By End User

Individuals

Industrial

By Geography

North America

United States

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. L-THEANINE EXTRACT MARKET BY TYPE

- 5.1. Introduction
- 5.2. Capsule
- 5.3. Powder
- 5.4. Liquid

6. L-THEANINE EXTRACT MARKET BY APPLICATION

- 6.1. Introduction
- 6.2. Food And Beverage
- 6.3. Healthcare
- 6.4. Pharmaceutical

7. L-THEANINE EXTRACT MARKET BY END USER

- 7.1. Introduction
- 7.2. Individuals
- 7.3. Industrial

8. L-THEANINE EXTRACT MARKET BY GEOGRAPHY

- 8.1. Introduction
- 8.2. North America
 - 8.2.1. USA
 - 8.2.2. Canada
 - 8.2.3. Mexico
- 8.3. South America
 - 8.3.1. Brazil
 - 8.3.2. Argentina
 - 8.3.3. Others
- 8.4. Europe
 - 8.4.1. Germany
 - 8.4.2. France
 - 8.4.3. United Kingdom
 - 8.4.4. Spain
 - 8.4.5. Others
- 8.5. Middle East and Africa
 - 8.5.1. Saudi Arabia
 - 8.5.2. UAE
 - 8.5.3. Others
- 8.6. Asia Pacific
 - 8.6.1. China
 - 8.6.2. India
 - 8.6.3. Japan
 - 8.6.4. South Korea
 - 8.6.5. Indonesia
 - 8.6.6. Thailand
 - 8.6.7. Others

9. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 9.1. Major Players and Strategy Analysis
- 9.2. Market Share Analysis
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations

9.4. Competitive Dashboard

10. COMPANY PROFILES

- 10.1. Vilgain s.r.o.
- 10.2. PureBulk
- 10.3. EZ Melts
- 10.4. Momentous
- 10.5. Zein Pharma
- 10.6. NOW Foods
- 10.7. Noble Center for Health and Healing
- 10.8. Botaniex, Inc.
- 10.9. NutriVitaShop.
- 10.10. Xi'an Green Spring Technology Co., Ltd

11. APPENDIX

- 11.1. Currency
- 11.2. Assumptions
- 11.3. Base and Forecast Years Timeline
- 11.4. Key Benefits for the Stakeholders
- 11.5. Research Methodology
- 11.6. Abbreviations

I would like to order

Product name: L-Theanine Extract Market - Forecast from 2026 to 2031

Product link: <https://marketpublishers.com/r/L15FC765BE73EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L15FC765BE73EN.html>