

Global Cranberry Extract Powder Market Growth 2026-2032

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Abstracts

The global Cranberry Extract Powder market size is predicted to grow from US\$ 1096 million in 2025 to US\$ 1761 million in 2032; it is expected to grow at a CAGR of 7.1% from 2026 to 2032.

In 2025, global production of cranberry extract powder reached approximately 7.9 thousand tons, based on an average market price of around US\$ 52,000 per ton. Industry gross profit margins generally ranged from 35% to 55%, reflecting value added from bioactive compound concentration, extraction purity, and standardized quality control. Global production capacity in 2025 was estimated at about 10.1 thousand tons, indicating sufficient supply capability to support growing demand from nutraceutical and functional food sectors.

Cranberry extract powder is a concentrated botanical ingredient derived from cranberries through extraction and drying processes. It is widely used for its high content of proanthocyanidins and other polyphenols, supporting applications in dietary supplements, functional foods, and health-oriented formulations.

The industrial chain includes upstream cranberry cultivation, harvesting, and primary processing. The midstream focuses on extraction, purification, concentration, drying, and standardization. Downstream applications mainly involve dietary supplements, functional foods and beverages, pharmaceuticals, and personal health products.

United States market for Cranberry Extract Powder is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Cranberry Extract Powder is estimated to increase from US\$ million in

2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Cranberry Extract Powder is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Cranberry Extract Powder players cover Indena, Nexira, Givaudan, Bio-Botanica, Fruit d'Or Nutraceuticals, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Cranberry Extract Powder Industry Forecast" looks at past sales and reviews total world Cranberry Extract Powder sales in 2025, providing a comprehensive analysis by region and market sector of projected Cranberry Extract Powder sales for 2026 through 2032. With Cranberry Extract Powder sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cranberry Extract Powder industry.

This Insight Report provides a comprehensive analysis of the global Cranberry Extract Powder landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cranberry Extract Powder portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cranberry Extract Powder market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cranberry Extract Powder and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cranberry Extract Powder.

This report presents a comprehensive overview, market shares, and growth opportunities of Cranberry Extract Powder market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

High-PAC Cranberry Extract

Polyphenol-Rich Cranberry Extract

Whole-Spectrum Cranberry Extract

Segmentation by Extraction Method:

Water Extract Powder

Ethanol Extract Powder

Concentrated Standardized Extract

Segmentation by Formulation Type:

Free-Flowing Powder

Spray-Dried Extract

Microencapsulated Extract

Segmentation by Application:

Health Care Industry

Food & Cosmetics

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Indena

Nexira

Givaudan

Bio-Botanica

Fruit d'Or Nutraceuticals

Diana Food

Biosfered

Zhejiang Jianfeng Health

Jiaherb

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cranberry Extract Powder market?

What factors are driving Cranberry Extract Powder market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cranberry Extract Powder market opportunities vary by end market size?

How does Cranberry Extract Powder break out by Type, by Application?

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