

Global Elderberry Powder Market Growth 2026-2032

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Abstracts

The global Elderberry Powder market size is predicted to grow from US\$ 489 million in 2025 to US\$ 911 million in 2032; it is expected to grow at a CAGR of 9.3% from 2026 to 2032.

Elderberry powder is a purple-red functional food raw material made from the mature fruits of hawthorn through freeze-drying or spray-drying. Its core components are anthocyanins and polyphenolic compounds. Its main function is to shorten the duration of colds and alleviate flu symptoms by inhibiting the activity of viral hemagglutinin and blocking the replication of respiratory viruses. At the same time, it uses its high content of natural anthocyanins as a clean-label type food coloring agent. The upstream includes large-scale plantations and wild collection cooperatives in temperate regions such as Austria, Poland, and Gansu, China. The downstream flows to European and American dietary supplement brands, functional foods, pet nutrition manufacturers, and immune support functional beverage production lines. The output of elderberry powder is approximately 25,000 tons in 2025, with an average price of about 20 US dollars per kilogram and a gross profit margin of about 20%. The single-line production capacity is 350 tons per year.

United States market for Elderberry 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 Elderberry 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 Elderberry 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 Elderberry Powder players cover Artemis International, Martin Bauer GmbH

& Co. KG, Jeeva Organic Private Limited, Norm's Farms, Undersun Biomedtech Corp, 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 "Elderberry Powder Industry Forecast" looks at past sales and reviews total world Elderberry Powder sales in 2025, providing a comprehensive analysis by region and market sector of projected Elderberry Powder sales for 2026 through 2032. With Elderberry Powder sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Elderberry Powder industry.

This Insight Report provides a comprehensive analysis of the global Elderberry 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 Elderberry Powder portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Elderberry Powder market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Elderberry 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 Elderberry Powder.

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

Segmentation by Type:

Organic Elderberry Powder

Wild Harvested Elderberry Powder

Segmentation by Processing Technic:

Freeze-Dried

Spray-Dried

Whole Fruit Milled

Segmentation by Application:

Dietary Supplement

Functional Food

Food Coloring

Pet Nutrition

Other

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.

Artemis International

Martin Bauer GmbH & Co. KG

Jeeva Organic Private Limited

Norm's Farms

Undersun Biomedtech Corp

Anklam Extrakt GmbH

Z Natural Foods

Penn Herb Company, Ltd.

Lotus Factory

Belas Company

Nouveau Farms

Sweet's Syrup

Essencefield

Hangzhou Greensky Biological Tech.Co.,Ltd.

Nanjing NutriHerb BioTech Co.Ltd

Shaanxi Wanzhiyuan Biotechnology Co., Ltd.

Xi'an Jinshuo Fruit Industry Co., Ltd.

Key Questions Addressed in this Report

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

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

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

How do Elderberry Powder market opportunities vary by end market size?

How does Elderberry Powder break out by Type, by Application?

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