

Global Verbena Extract Market Growth 2026-2032

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Abstracts

The global Verbena Extract market size is predicted to grow from US\$ 26.61 million in 2025 to US\$ 41.91 million in 2032; it is expected to grow at a CAGR of 6.7% from 2026 to 2032.

In 2025, the global production of verbena extract is estimated at approximately 850 tons, with an average selling price of about \$32 per kilogram. The production capacity in 2025 is 1060 tons, with an average gross profit margin of approximately 20-30%. Verbena extract is an essence extracted from the verbena plant and possesses various potential health benefits. Its main component is verbenalin, which has anti-inflammatory, antioxidant, and neuroprotective effects, and is widely used in traditional Chinese medicine, health supplements, cosmetics, and functional foods.

The upstream core raw material for verbena extract is dried medicinal verbena whole plant or above-ground parts that meet quality standards. Its source relies on standardized artificial cultivation to ensure the stability of active ingredients. Downstream application industries are mainly concentrated in the health and consumer goods sectors, where it is widely used as a key functional ingredient in the formulation and production of dietary supplements, functional foods and beverages, herbal teas, and personal care products (such as soothing and anti-allergic skincare products).

Verbena extract, derived from the verbena plant, possesses multiple benefits including antioxidant, anti-inflammatory, antibacterial, and sedative properties. It is widely used in traditional medicine, health supplements, cosmetics, and food additives. With the rapid growth of the natural plant extract market, the demand for verbena extract is steadily increasing. Particularly against the backdrop of increasing consumer demand for natural, side-effect-free health products, verbena extract, due to its extensive medicinal value and health benefits, is gradually becoming one of the popular ingredients in the market.

In the health supplement sector, verbena extract, with its anti-inflammatory, sleep-improving, and stress-reducing effects, is a common ingredient in many functional foods and beverages. At the same time, the application of verbena extract in cosmetics is also becoming increasingly widespread, particularly for its anti-aging and skin-soothing properties, making it popular among consumers. With the growing focus on natural ingredients, especially the increased acceptance of plant-based health products in the European and American markets, verbena extract has a promising market outlook.

The global demand for verbena extract is expected to continue to grow, particularly in the Asian, North American, and European markets. With the increasing popularity of traditional Chinese medicine and natural therapies, this market will show strong growth momentum. Simultaneously, with continuous advancements in research and production technologies, the product forms of verbena extract will become more diversified, driving its application in more fields.

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

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

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

This report presents a comprehensive overview, market shares, and growth

opportunities of Verbena Extract market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Liquid

Powder

Segmentation by Extraction Method:

Water Extract

Alcohol Extract

Supercritical CO₂ Extract

Others

Segmentation by Extract Ratio:

10:1

20:1

50:1

Other

Segmentation by Application:

Pharmaceutical

Nutraceuticals

Cosmetics

Food

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.

NOF CORPORATION

Changsha Staherb Natural Ingredients

Tianjin Fairtrade Biopharma Technology

Xi'an Tianxingjian Natural Bio-products

Shaanxi M.R Natural Product

Shaanxi New Horizon Biotechnology

Xi'an Tianben Bio-Engineering

Xi'an Qingping Plant Engineering Technology

Key Questions Addressed in this Report

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

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

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

How do Verbena Extract market opportunities vary by end market size?

How does Verbena Extract break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Verbena Extract Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Verbena Extract by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Verbena Extract by Country/Region, 2021, 2025 & 2032

2.2 Verbena Extract Segment by Type

- 2.2.1 Liquid
- 2.2.2 Powder
- 2.2.3 Verbena Extract Sales by Type
 - 2.2.3.1 Global Verbena Extract Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Verbena Extract Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Verbena Extract Sale Price by Type (2021-2026)

2.3 Verbena Extract Segment by Extraction Method

- 2.3.1 Water Extract
- 2.3.2 Alcohol Extract
- 2.3.3 Supercritical CO₂ Extract
- 2.3.4 Others
- 2.3.5 Verbena Extract Sales by Extraction Method
 - 2.3.5.1 Global Verbena Extract Sales Market Share by Extraction Method (2021-2026)
 - 2.3.5.2 Global Verbena Extract Revenue and Market Share by Extraction Method (2021-2026)
 - 2.3.5.3 Global Verbena Extract Sale Price by Extraction Method (2021-2026)

2.4 Verbena Extract Segment by Extract Ratio

2.4.1 10:1

2.4.2 20:1

2.4.3 50:1

2.4.4 Other

2.4.5 Verbena Extract Sales by Extract Ratio

2.4.5.1 Global Verbena Extract Sales Market Share by Extract Ratio (2021-2026)

2.4.5.2 Global Verbena Extract Revenue and Market Share by Extract Ratio
(2021-2026)

2.4.5.3 Global Verbena Extract Sale Price by Extract Ratio (2021-2026)

2.5 Verbena Extract Segment by Application

2.5.1 Pharmaceutical

2.5.2 Nutraceuticals

2.5.3 Cosmetics

2.5.4 Food

2.5.5 Others

2.5.6 Verbena Extract Sales by Application

2.5.6.1 Global Verbena Extract Sale Market Share by Application (2021-2026)

2.5.6.2 Global Verbena Extract Revenue and Market Share by Application
(2021-2026)

2.5.6.3 Global Verbena Extract Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Verbena Extract Breakdown Data by Company

3.1.1 Global Verbena Extract Annual Sales by Company (2021-2026)

3.1.2 Global Verbena Extract Sales Market Share by Company (2021-2026)

3.2 Global Verbena Extract Annual Revenue by Company (2021-2026)

3.2.1 Global Verbena Extract Revenue by Company (2021-2026)

3.2.2 Global Verbena Extract Revenue Market Share by Company (2021-2026)

3.3 Global Verbena Extract Sale Price by Company

3.4 Key Manufacturers Verbena Extract Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Verbena Extract Product Location Distribution

3.4.2 Players Verbena Extract Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR VERBENA EXTRACT BY GEOGRAPHIC REGION

- 4.1 World Historic Verbena Extract Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Verbena Extract Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Verbena Extract Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Verbena Extract Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Verbena Extract Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Verbena Extract Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Verbena Extract Sales Growth
- 4.4 APAC Verbena Extract Sales Growth
- 4.5 Europe Verbena Extract Sales Growth
- 4.6 Middle East & Africa Verbena Extract Sales Growth

5 AMERICAS

- 5.1 Americas Verbena Extract Sales by Country
 - 5.1.1 Americas Verbena Extract Sales by Country (2021-2026)
 - 5.1.2 Americas Verbena Extract Revenue by Country (2021-2026)
- 5.2 Americas Verbena Extract Sales by Type (2021-2026)
- 5.3 Americas Verbena Extract Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Verbena Extract Sales by Region
 - 6.1.1 APAC Verbena Extract Sales by Region (2021-2026)
 - 6.1.2 APAC Verbena Extract Revenue by Region (2021-2026)
- 6.2 APAC Verbena Extract Sales by Type (2021-2026)
- 6.3 APAC Verbena Extract Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia

- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

- 7.1 Europe Verbena Extract by Country
 - 7.1.1 Europe Verbena Extract Sales by Country (2021-2026)
 - 7.1.2 Europe Verbena Extract Revenue by Country (2021-2026)
- 7.2 Europe Verbena Extract Sales by Type (2021-2026)
- 7.3 Europe Verbena Extract Sales by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Verbena Extract by Country
 - 8.1.1 Middle East & Africa Verbena Extract Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Verbena Extract Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Verbena Extract Sales by Type (2021-2026)
- 8.3 Middle East & Africa Verbena Extract Sales by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Verbena Extract

10.3 Manufacturing Process Analysis of Verbena Extract

10.4 Industry Chain Structure of Verbena Extract

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Verbena Extract Distributors

11.3 Verbena Extract Customer

12 WORLD FORECAST REVIEW FOR VERBENA EXTRACT BY GEOGRAPHIC REGION

12.1 Global Verbena Extract Market Size Forecast by Region

12.1.1 Global Verbena Extract Forecast by Region (2027-2032)

12.1.2 Global Verbena Extract Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Verbena Extract Forecast by Type (2027-2032)

12.7 Global Verbena Extract Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 NOF CORPORATION

13.1.1 NOF CORPORATION Company Information

13.1.2 NOF CORPORATION Verbena Extract Product Portfolios and Specifications

13.1.3 NOF CORPORATION Verbena Extract Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 NOF CORPORATION Main Business Overview

13.1.5 NOF CORPORATION Latest Developments

13.2 Changsha Staherb Natural Ingredients

13.2.1 Changsha Staherb Natural Ingredients Company Information

13.2.2 Changsha Staherb Natural Ingredients Verbena Extract Product Portfolios and Specifications

13.2.3 Changsha Staherb Natural Ingredients Verbena Extract Sales, Revenue, Price

and Gross Margin (2021-2026)

13.2.4 Changsha Staherb Natural Ingredients Main Business Overview

13.2.5 Changsha Staherb Natural Ingredients Latest Developments

13.3 Tianjin Fairtrade Biopharma Technology

13.3.1 Tianjin Fairtrade Biopharma Technology Company Information

13.3.2 Tianjin Fairtrade Biopharma Technology Verbena Extract Product Portfolios and Specifications

13.3.3 Tianjin Fairtrade Biopharma Technology Verbena Extract Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Tianjin Fairtrade Biopharma Technology Main Business Overview

13.3.5 Tianjin Fairtrade Biopharma Technology Latest Developments

13.4 Xi'an Tianxingjian Natural Bio-products

13.4.1 Xi'an Tianxingjian Natural Bio-products Company Information

13.4.2 Xi'an Tianxingjian Natural Bio-products Verbena Extract Product Portfolios and Specifications

13.4.3 Xi'an Tianxingjian Natural Bio-products Verbena Extract Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Xi'an Tianxingjian Natural Bio-products Main Business Overview

13.4.5 Xi'an Tianxingjian Natural Bio-products Latest Developments

13.5 Shaanxi M.R Natural Product

13.5.1 Shaanxi M.R Natural Product Company Information

13.5.2 Shaanxi M.R Natural Product Verbena Extract Product Portfolios and Specifications

13.5.3 Shaanxi M.R Natural Product Verbena Extract Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Shaanxi M.R Natural Product Main Business Overview

13.5.5 Shaanxi M.R Natural Product Latest Developments

13.6 Shaanxi New Horizon Biotechnology

13.6.1 Shaanxi New Horizon Biotechnology Company Information

13.6.2 Shaanxi New Horizon Biotechnology Verbena Extract Product Portfolios and Specifications

13.6.3 Shaanxi New Horizon Biotechnology Verbena Extract Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Shaanxi New Horizon Biotechnology Main Business Overview

13.6.5 Shaanxi New Horizon Biotechnology Latest Developments

13.7 Xi'an Tianben Bio-Engineering

13.7.1 Xi'an Tianben Bio-Engineering Company Information

13.7.2 Xi'an Tianben Bio-Engineering Verbena Extract Product Portfolios and Specifications

13.7.3 Xi'an Tianben Bio-Engineering Verbena Extract Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Xi'an Tianben Bio-Engineering Main Business Overview

13.7.5 Xi'an Tianben Bio-Engineering Latest Developments

13.8 Xi'an Qingping Plant Engineering Technology

13.8.1 Xi'an Qingping Plant Engineering Technology Company Information

13.8.2 Xi'an Qingping Plant Engineering Technology Verbena Extract Product Portfolios and Specifications

13.8.3 Xi'an Qingping Plant Engineering Technology Verbena Extract Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Xi'an Qingping Plant Engineering Technology Main Business Overview

13.8.5 Xi'an Qingping Plant Engineering Technology Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Verbena Extract Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. Verbena Extract Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Liquid
- Table 4. Major Players of Powder
- Table 5. Global Verbena Extract Sales by Type (2021-2026) & (Tons)
- Table 6. Global Verbena Extract Sales Market Share by Type (2021-2026)
- Table 7. Global Verbena Extract Revenue by Type (2021-2026) & (\$ million)
- Table 8. Global Verbena Extract Revenue Market Share by Type (2021-2026)
- Table 9. Global Verbena Extract Sale Price by Type (2021-2026) & (US\$/kg)
- Table 10. Major Players of Water Extract
- Table 11. Major Players of Alcohol Extract
- Table 12. Major Players of Supercritical CO₂ Extract
- Table 13. Major Players of Others
- Table 14. Global Verbena Extract Sales by Extraction Method (2021-2026) & (Tons)
- Table 15. Global Verbena Extract Sales Market Share by Extraction Method (2021-2026)
- Table 16. Global Verbena Extract Revenue by Extraction Method (2021-2026) & (\$ million)
- Table 17. Global Verbena Extract Revenue Market Share by Extraction Method (2021-2026)
- Table 18. Global Verbena Extract Sale Price by Extraction Method (2021-2026) & (US\$/kg)
- Table 19. Major Players of 10:1
- Table 20. Major Players of 20:1
- Table 21. Major Players of 50:1
- Table 22. Major Players of Other
- Table 23. Global Verbena Extract Sales by Extract Ratio (2021-2026) & (Tons)
- Table 24. Global Verbena Extract Sales Market Share by Extract Ratio (2021-2026)
- Table 25. Global Verbena Extract Revenue by Extract Ratio (2021-2026) & (\$ million)
- Table 26. Global Verbena Extract Revenue Market Share by Extract Ratio (2021-2026)
- Table 27. Global Verbena Extract Sale Price by Extract Ratio (2021-2026) & (US\$/kg)
- Table 28. Global Verbena Extract Sale by Application (2021-2026) & (Tons)
- Table 29. Global Verbena Extract Sale Market Share by Application (2021-2026)

- Table 30. Global Verbena Extract Revenue by Application (2021-2026) & (\$ million)
- Table 31. Global Verbena Extract Revenue Market Share by Application (2021-2026)
- Table 32. Global Verbena Extract Sale Price by Application (2021-2026) & (US\$/kg)
- Table 33. Global Verbena Extract Sales by Company (2021-2026) & (Tons)
- Table 34. Global Verbena Extract Sales Market Share by Company (2021-2026)
- Table 35. Global Verbena Extract Revenue by Company (2021-2026) & (\$ millions)
- Table 36. Global Verbena Extract Revenue Market Share by Company (2021-2026)
- Table 37. Global Verbena Extract Sale Price by Company (2021-2026) & (US\$/kg)
- Table 38. Key Manufacturers Verbena Extract Producing Area Distribution and Sales Area
- Table 39. Players Verbena Extract Products Offered
- Table 40. Verbena Extract Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 41. New Products and Potential Entrants
- Table 42. Market M&A Activity & Strategy
- Table 43. Global Verbena Extract Sales by Geographic Region (2021-2026) & (Tons)
- Table 44. Global Verbena Extract Sales Market Share Geographic Region (2021-2026)
- Table 45. Global Verbena Extract Revenue by Geographic Region (2021-2026) & (\$ millions)
- Table 46. Global Verbena Extract Revenue Market Share by Geographic Region (2021-2026)
- Table 47. Global Verbena Extract Sales by Country/Region (2021-2026) & (Tons)
- Table 48. Global Verbena Extract Sales Market Share by Country/Region (2021-2026)
- Table 49. Global Verbena Extract Revenue by Country/Region (2021-2026) & (\$ millions)
- Table 50. Global Verbena Extract Revenue Market Share by Country/Region (2021-2026)
- Table 51. Americas Verbena Extract Sales by Country (2021-2026) & (Tons)
- Table 52. Americas Verbena Extract Sales Market Share by Country (2021-2026)
- Table 53. Americas Verbena Extract Revenue by Country (2021-2026) & (\$ millions)
- Table 54. Americas Verbena Extract Sales by Type (2021-2026) & (Tons)
- Table 55. Americas Verbena Extract Sales by Application (2021-2026) & (Tons)
- Table 56. APAC Verbena Extract Sales by Region (2021-2026) & (Tons)
- Table 57. APAC Verbena Extract Sales Market Share by Region (2021-2026)
- Table 58. APAC Verbena Extract Revenue by Region (2021-2026) & (\$ millions)
- Table 59. APAC Verbena Extract Sales by Type (2021-2026) & (Tons)
- Table 60. APAC Verbena Extract Sales by Application (2021-2026) & (Tons)
- Table 61. Europe Verbena Extract Sales by Country (2021-2026) & (Tons)
- Table 62. Europe Verbena Extract Revenue by Country (2021-2026) & (\$ millions)
- Table 63. Europe Verbena Extract Sales by Type (2021-2026) & (Tons)

- Table 64. Europe Verbena Extract Sales by Application (2021-2026) & (Tons)
- Table 65. Middle East & Africa Verbena Extract Sales by Country (2021-2026) & (Tons)
- Table 66. Middle East & Africa Verbena Extract Revenue Market Share by Country (2021-2026)
- Table 67. Middle East & Africa Verbena Extract Sales by Type (2021-2026) & (Tons)
- Table 68. Middle East & Africa Verbena Extract Sales by Application (2021-2026) & (Tons)
- Table 69. Key Market Drivers & Growth Opportunities of Verbena Extract
- Table 70. Key Market Challenges & Risks of Verbena Extract
- Table 71. Key Industry Trends of Verbena Extract
- Table 72. Verbena Extract Raw Material
- Table 73. Key Suppliers of Raw Materials
- Table 74. Verbena Extract Distributors List
- Table 75. Verbena Extract Customer List
- Table 76. Global Verbena Extract Sales Forecast by Region (2027-2032) & (Tons)
- Table 77. Global Verbena Extract Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 78. Americas Verbena Extract Sales Forecast by Country (2027-2032) & (Tons)
- Table 79. Americas Verbena Extract Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 80. APAC Verbena Extract Sales Forecast by Region (2027-2032) & (Tons)
- Table 81. APAC Verbena Extract Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 82. Europe Verbena Extract Sales Forecast by Country (2027-2032) & (Tons)
- Table 83. Europe Verbena Extract Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 84. Middle East & Africa Verbena Extract Sales Forecast by Country (2027-2032) & (Tons)
- Table 85. Middle East & Africa Verbena Extract Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 86. Global Verbena Extract Sales Forecast by Type (2027-2032) & (Tons)
- Table 87. Global Verbena Extract Revenue Forecast by Type (2027-2032) & (\$ millions)
- Table 88. Global Verbena Extract Sales Forecast by Application (2027-2032) & (Tons)
- Table 89. Global Verbena Extract Revenue Forecast by Application (2027-2032) & (\$ millions)
- Table 90. NOF CORPORATION Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors
- Table 91. NOF CORPORATION Verbena Extract Product Portfolios and Specifications
- Table 92. NOF CORPORATION Verbena Extract Sales (Tons), Revenue (\$ Million),

Price (US\$/kg) and Gross Margin (2021-2026)

Table 93. NOF CORPORATION Main Business

Table 94. NOF CORPORATION Latest Developments

Table 95. Changsha Staherb Natural Ingredients Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors

Table 96. Changsha Staherb Natural Ingredients Verbena Extract Product Portfolios and Specifications

Table 97. Changsha Staherb Natural Ingredients Verbena Extract Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2021-2026)

Table 98. Changsha Staherb Natural Ingredients Main Business

Table 99. Changsha Staherb Natural Ingredients Latest Developments

Table 100. Tianjin Fairtrade Biopharma Technology Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors

Table 101. Tianjin Fairtrade Biopharma Technology Verbena Extract Product Portfolios and Specifications

Table 102. Tianjin Fairtrade Biopharma Technology Verbena Extract Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2021-2026)

Table 103. Tianjin Fairtrade Biopharma Technology Main Business

Table 104. Tianjin Fairtrade Biopharma Technology Latest Developments

Table 105. Xi'an Tianxingjian Natural Bio-products Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors

Table 106. Xi'an Tianxingjian Natural Bio-products Verbena Extract Product Portfolios and Specifications

Table 107. Xi'an Tianxingjian Natural Bio-products Verbena Extract Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2021-2026)

Table 108. Xi'an Tianxingjian Natural Bio-products Main Business

Table 109. Xi'an Tianxingjian Natural Bio-products Latest Developments

Table 110. Shaanxi M.R Natural Product Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors

Table 111. Shaanxi M.R Natural Product Verbena Extract Product Portfolios and Specifications

Table 112. Shaanxi M.R Natural Product Verbena Extract Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2021-2026)

Table 113. Shaanxi M.R Natural Product Main Business

Table 114. Shaanxi M.R Natural Product Latest Developments

Table 115. Shaanxi New Horizon Biotechnology Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors

Table 116. Shaanxi New Horizon Biotechnology Verbena Extract Product Portfolios and Specifications

Table 117. Shaanxi New Horizon Biotechnology Verbena Extract Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2021-2026)

Table 118. Shaanxi New Horizon Biotechnology Main Business

Table 119. Shaanxi New Horizon Biotechnology Latest Developments

Table 120. Xi'an Tianben Bio-Engineering Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors

Table 121. Xi'an Tianben Bio-Engineering Verbena Extract Product Portfolios and Specifications

Table 122. Xi'an Tianben Bio-Engineering Verbena Extract Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2021-2026)

Table 123. Xi'an Tianben Bio-Engineering Main Business

Table 124. Xi'an Tianben Bio-Engineering Latest Developments

Table 125. Xi'an Qingping Plant Engineering Technology Basic Information, Verbena Extract Manufacturing Base, Sales Area and Its Competitors

Table 126. Xi'an Qingping Plant Engineering Technology Verbena Extract Product Portfolios and Specifications

Table 127. Xi'an Qingping Plant Engineering Technology Verbena Extract Sales (Tons), Revenue (\$ Million), Price (US\$/kg) and Gross Margin (2021-2026)

Table 128. Xi'an Qingping Plant Engineering Technology Main Business

Table 129. Xi'an Qingping Plant Engineering Technology Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Verbena Extract
- Figure 2. Verbena Extract Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Verbena Extract Sales Growth Rate 2021-2032 (Tons)
- Figure 7. Global Verbena Extract Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Verbena Extract Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Verbena Extract Sales Market Share by Country/Region (2025)
- Figure 10. Verbena Extract Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Liquid
- Figure 12. Product Picture of Powder
- Figure 13. Global Verbena Extract Sales Market Share by Type in 2026
- Figure 14. Global Verbena Extract Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Water Extract
- Figure 16. Product Picture of Alcohol Extract
- Figure 17. Product Picture of Supercritical CO₂ Extract
- Figure 18. Product Picture of Others
- Figure 19. Global Verbena Extract Sales Market Share by Extraction Method in 2026
- Figure 20. Global Verbena Extract Revenue Market Share by Extraction Method (2021-2026)
- Figure 21. Product Picture of 10:1
- Figure 22. Product Picture of 20:1
- Figure 23. Product Picture of 50:1
- Figure 24. Product Picture of Other
- Figure 25. Global Verbena Extract Sales Market Share by Extract Ratio in 2026
- Figure 26. Global Verbena Extract Revenue Market Share by Extract Ratio (2021-2026)
- Figure 27. Verbena Extract Consumed in Pharmaceutical
- Figure 28. Global Verbena Extract Market: Pharmaceutical (2021-2026) & (Tons)
- Figure 29. Verbena Extract Consumed in Nutraceuticals
- Figure 30. Global Verbena Extract Market: Nutraceuticals (2021-2026) & (Tons)
- Figure 31. Verbena Extract Consumed in Cosmetics
- Figure 32. Global Verbena Extract Market: Cosmetics (2021-2026) & (Tons)
- Figure 33. Verbena Extract Consumed in Food

- Figure 34. Global Verbena Extract Market: Food (2021-2026) & (Tons)
- Figure 35. Verbena Extract Consumed in Others
- Figure 36. Global Verbena Extract Market: Others (2021-2026) & (Tons)
- Figure 37. Global Verbena Extract Sale Market Share by Application (2025)
- Figure 38. Global Verbena Extract Revenue Market Share by Application in 2026
- Figure 39. Verbena Extract Sales by Company in 2026 (Tons)
- Figure 40. Global Verbena Extract Sales Market Share by Company in 2026
- Figure 41. Verbena Extract Revenue by Company in 2026 (\$ millions)
- Figure 42. Global Verbena Extract Revenue Market Share by Company in 2026
- Figure 43. Global Verbena Extract Sales Market Share by Geographic Region (2021-2026)
- Figure 44. Global Verbena Extract Revenue Market Share by Geographic Region in 2026
- Figure 45. Americas Verbena Extract Sales 2021-2026 (Tons)
- Figure 46. Americas Verbena Extract Revenue 2021-2026 (\$ millions)
- Figure 47. APAC Verbena Extract Sales 2021-2026 (Tons)
- Figure 48. APAC Verbena Extract Revenue 2021-2026 (\$ millions)
- Figure 49. Europe Verbena Extract Sales 2021-2026 (Tons)
- Figure 50. Europe Verbena Extract Revenue 2021-2026 (\$ millions)
- Figure 51. Middle East & Africa Verbena Extract Sales 2021-2026 (Tons)
- Figure 52. Middle East & Africa Verbena Extract Revenue 2021-2026 (\$ millions)
- Figure 53. Americas Verbena Extract Sales Market Share by Country in 2026
- Figure 54. Americas Verbena Extract Revenue Market Share by Country (2021-2026)
- Figure 55. Americas Verbena Extract Sales Market Share by Type (2021-2026)
- Figure 56. Americas Verbena Extract Sales Market Share by Application (2021-2026)
- Figure 57. United States Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 58. Canada Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 59. Mexico Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 60. Brazil Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 61. APAC Verbena Extract Sales Market Share by Region in 2026
- Figure 62. APAC Verbena Extract Revenue Market Share by Region (2021-2026)
- Figure 63. APAC Verbena Extract Sales Market Share by Type (2021-2026)
- Figure 64. APAC Verbena Extract Sales Market Share by Application (2021-2026)
- Figure 65. China Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 66. Japan Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 67. South Korea Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 68. Southeast Asia Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 69. India Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 70. Australia Verbena Extract Revenue Growth 2021-2026 (\$ millions)

- Figure 71. China Taiwan Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 72. Europe Verbena Extract Sales Market Share by Country in 2026
- Figure 73. Europe Verbena Extract Revenue Market Share by Country (2021-2026)
- Figure 74. Europe Verbena Extract Sales Market Share by Type (2021-2026)
- Figure 75. Europe Verbena Extract Sales Market Share by Application (2021-2026)
- Figure 76. Germany Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 77. France Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 78. UK Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 79. Italy Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 80. Russia Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 81. Middle East & Africa Verbena Extract Sales Market Share by Country (2021-2026)
- Figure 82. Middle East & Africa Verbena Extract Sales Market Share by Type (2021-2026)
- Figure 83. Middle East & Africa Verbena Extract Sales Market Share by Application (2021-2026)
- Figure 84. Egypt Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 85. South Africa Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 86. Israel Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 87. Turkey Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 88. GCC Countries Verbena Extract Revenue Growth 2021-2026 (\$ millions)
- Figure 89. Manufacturing Cost Structure Analysis of Verbena Extract in 2026
- Figure 90. Manufacturing Process Analysis of Verbena Extract
- Figure 91. Industry Chain Structure of Verbena Extract
- Figure 92. Channels of Distribution
- Figure 93. Global Verbena Extract Sales Market Forecast by Region (2027-2032)
- Figure 94. Global Verbena Extract Revenue Market Share Forecast by Region (2027-2032)
- Figure 95. Global Verbena Extract Sales Market Share Forecast by Type (2027-2032)
- Figure 96. Global Verbena Extract Revenue Market Share Forecast by Type (2027-2032)
- Figure 97. Global Verbena Extract Sales Market Share Forecast by Application (2027-2032)
- Figure 98. Global Verbena Extract Revenue Market Share Forecast by Application (2027-2032)

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