

Amaranth Oil Market by Extraction Type (Cold Pressed, SFE, Organic Solvent), and Application (Cosmetic & Personal Care, Pharmaceutical, Food Supplements, Fragrance) - Global Trends & Forecast to 2019

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Abstracts

The global amaranth seed oil market is expected to reach \$700.6 million by 2019. Amaranth seed oil is unsaturated oil that is rich squalene and other protein rich fatty acids that find applications in various end use industries such as cosmetic & personal care, food supplements, pharmaceuticals, aroma (fragrance), and in other applications like feed additives, high grade lubricant additives, and as rubber chemical additives. The constituents of amaranth seed oil such as squalene, linoleic acid, oleic acid, stearic acid, oleic acid, and tocopherols impart many beneficial properties to the oil that are greatly valued by the above industries.

The amaranth seed oil market has few major players and is regionally segregated. Amaranth Bio Company (U.S.), AMR Amaranth a.s (Czech Republic), RusOliva (Russia), and Proderma Biotech Pvt. Ltd. (India) are a few of the players in the amaranth seed oil market. Most of the companies in the amaranth oil market have small production capacities and are restricted to supplying to a small region only. The high technology and infrastructure costs, high production costs, minimal governmental support, low acceptance of amaranth oil, and low volumes of production have restrained the companies from entering the market. The market is expected to see a lot of developments in the next five years in the form of collaborations, new product developments, and innovations through R&D activities. Amaranth Bio Company (U.S.) and AMR Amaranth a.s (Czech Republic) have been the most active companies till 2013.

The production of amaranth seed oil depends to a great extent on the extraction technique being used to produce the oil. Supercritical fluid CO₂ extraction, cold pressing, and organic solvent (hexane) extraction are the major types of extraction processes that are used in the amaranth seed oil market. The type of extraction process determines the quality of the oil that would be produced and the applications of the amaranth oil would differ according to the quality. Cold pressing is used by most of the companies due to the lower technology costs and the quality of the oil produced. Supercritical fluid CO₂ extraction type is expected to be growing at a good rate in the next five years on account of better yield and quality of oil produced through it.

This report analyzes various marketing trends and establishes the most effective growth strategy in the market. It identifies market dynamics such as the drivers, restraints, opportunities, burning issues, and winning imperatives. Major companies such as Amaranth Bio Company (U.S.), AMR Amaranth a.s (Czech Republic), RusOliva (Russia), Flavex naturextracte GmbH (Germany), and Proderma Biotech Pvt. Ltd. (India), have been profiled in this report.

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