

# **Organic Phycocyanin Powder Market Outlook 2026-2034: Market Share, and Growth Analysis By Grade (Phycocyanin E18, Phycocyanin E25, Phycocyanin E30), By End-User (Food & Beverages, Personal Care & Cosmetics, Pharmaceuticals, Animal Feed, Others)**

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## **Abstracts**

The Organic Phycocyanin Powder Market is valued at USD 35.86 million in 2025 and is projected to grow at a CAGR of 6.8% to reach USD 64.83 million by 2034.

### **Organic Phycocyanin Powder Market**

Organic phycocyanin powder is a premium pigment protein derived chiefly from organically cultivated blue green algae (such as Spirulina) and processed into powder form for use as a natural blue/green colourant and functional ingredient. Key applications include food & beverage (functional beverages, confectionery, bakery, dairy), nutraceuticals/dietary supplements, cosmetics/personal care, and to a lesser extent pharmaceuticals and analytical reagents. Recent trends include rising demand for clean label, plant based and naturally sourced colourants and functional ingredients, increasing consumer interest in antioxidant/anti inflammatory supplements, and growing regulatory pressure in many markets to reduce synthetic food dyes. Driving factors include heightened health and wellness awareness, increasing demand for natural colours in food & beverage, growth of premium clean label products, and expanding e commerce and global distribution of specialty ingredients. On the supply side, the competitive landscape features ingredient specialists, algae biomass producers, and natural colour companies scaling extraction and purification capability for organic phycocyanin grades. Other dynamics include high costs of organic cultivation and

purification, technical challenges in maintaining pigment stability (light, heat, pH sensitivity), and regional differences in regulatory approval for natural colourants and organic certification. Overall, the organic phycocyanin powder market is positioned for accelerated growth as formulators and brands continue to shift toward natural, specialty ingredient solutions, although cost, technical stability and supply chain constraints will moderate the pace.

## Organic Phycocyanin Powder Market Key Insights

Clean label and natural pigment demand rising – Brands are increasingly replacing synthetic blue/green dyes with naturally derived pigments like phycocyanin to meet consumer preferences for transparent, botanical based labelling.

Food & beverage leads but nutraceuticals accelerate – While most volume is in colourant use in foods/beverages, the nutraceutical/functional ingredient side (e.g., antioxidant, anti inflammatory claims) is growing faster and commanding higher premiums.

Powder form dominates – The powder grade offers greater flexibility for formulators (dosage, mixability, shelf stability) compared to liquid forms, driving its preference in many applications.

Organic certification adds value but cost burden – Organic phycocyanin commands a premium due to organic algae sourcing, clean label credentials and sustainability messaging - but production cost and certification hurdles remain high.

Technical stability remains a barrier – Maintaining pigment colour stability (especially blue hues), controlling light/heat degradation, and ensuring compatibility in varied food systems remain formulation challenges that limit adoption in some high volume segments.

Supply chain and biomass sourcing risk – Algae cultivation (organic spirulina, blue green algae) requires controlled conditions; variables such as contamination risk, yield variability, extract purity and regulatory traceability can constrain scale up.

Regulatory and claim substantiation important – Beyond colourant use, claims

around antioxidant/health functionality require substantiation; moreover, acceptance of phycocyanin as a food colouring ingredient varies across geographies, affecting market access.

Emerging markets offer strong upside – While mature markets (North America, Europe) lead adoption, Asia Pacific and Latin America are showing growing demand for organic, premium ingredients - providing expansion opportunities for suppliers of organic phycocyanin powder.

Premiumisation and product innovation are differentiators – Suppliers are innovating around higher purity grades, micro encapsulation for stability, blended colours (with other algae pigments) and targeting niche applications (cosmetic colourants, functional drinks) to command value beyond commodity use.

Cost vs substitution risk remains critical – Despite strong demand, organic phycocyanin faces competition from cheaper non organic natural colourants or synthetic dyes (where regulatory environment allows), and cost/value trade offs will determine how widely it penetrates more cost sensitive segments.

## Organic Phycocyanin Powder Market Regional Analysis

### North America

This region leads in familiarity with organic/clean label ingredients, advanced food & beverage innovation and nutraceutical penetration, thus favouring uptake of organic phycocyanin powder. Brands actively seek “natural blue” solutions for beverages, confectionery and functional foods - and premium health brands adopt algae derived ingredients. Growth is steady, with premium price points accepted, but cost pressures and technical stability of colourants remain constraints.

### Europe

Europe’s market is characterised by strong regulatory frameworks for food colouring, growing consumer interest in botanical/organic ingredients and active innovation in functional foods and beverages. Organic phycocyanin powder is gaining traction especially in premium segments, but multi country regulatory differences, language/consumer preference variation and higher cost base moderate growth.

## Asia Pacific

APAC is emerging as the fastest growing region for organic phycocyanin powder, driven by rising disposable income, burgeoning functional foods demand, growing awareness of natural colours, and strong base of algae biomass production. Countries such as China, India, Japan, South Korea are innovating in plant based nutrition and colours. Challenges include establishing organic algae cultivation scale, local technical expertise, and competition from local natural colour substitutes.

## Middle East & Africa

In MEA, adoption is nascent but increasing - premium retail channels, growing health foods awareness and importation of organic/functional ingredients open opportunities. However, higher import/logistics cost, lower local manufacturing presence and less mature ingredient certification infrastructure remain headwinds.

## South & Central America

Latin America presents incremental growth for organic phycocyanin powder, supported by increasing modern retail, expanding functional food portfolios and import of premium organic ingredients. Nonetheless, economic volatility, currency fluctuations, lower per capita premium spend and limited local supply chain infrastructure moderate the pace of market expansion.

## Organic Phycocyanin Powder Market Segmentation

### By Grade

Phycocyanin E18

Phycocyanin E25

Phycocyanin E30

### By End-User

Food & Beverages

Personal Care & Cosmetics

Pharmaceuticals

Animal Feed

Others

### Key Market players

DIC Corporation (Earthrise), Cyanotech, E.I.D. Parry (Valensa), Oterra, GNT Group (EXBERRY), Sensient Technologies, Naturex (Givaudan), Bluetec Naturals, AlgoSource, Phyco-Biotech, Far East Microalgae (FEMICO), Fuqing King Dnarmsa, Dongtai Spirulina Bio-Engineering, AlgaEnergy, Parry Nutraceuticals

### Organic Phycocyanin Powder Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modelling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends. Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behaviour are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Organic Phycocyanin Powder Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption. Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

### North America — Organic Phycocyanin Powder market data and outlook to 2034

United States

Canada

Mexico

### Europe — Organic Phycocyanin Powder market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

### Asia-Pacific — Organic Phycocyanin Powder market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Organic Phycocyanin Powder market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Organic Phycocyanin Powder market data and outlook to 2034

Brazil

Argentina

Chile

Peru

\* We can include data and analysis of additional countries on demand.

### Research Methodology

This study combines primary inputs from industry experts across the Organic Phycocyanin Powder value chain with secondary data from associations, government

publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

### Key Questions Addressed

What is the current and forecast market size of the Organic Phycocyanin Powder industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

### Your Key Takeaways from the Organic Phycocyanin Powder Market Report

Global Organic Phycocyanin Powder market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Organic Phycocyanin Powder trade, costs, and supply chains

Organic Phycocyanin Powder market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Organic Phycocyanin Powder market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Organic Phycocyanin Powder market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Organic Phycocyanin Powder supply chain analysis

Organic Phycocyanin Powder trade analysis, Organic Phycocyanin Powder market price analysis, and Organic Phycocyanin Powder supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Organic Phycocyanin Powder market news and developments

### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

\* The updated report will be delivered within 3 working days

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