

Pandan Extract Market Outlook 2025-2034: Market Share, and Growth Analysis By Product Type(Liquid Extract, Powder Extract),By Technology, By Application, By End User

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Abstracts

The global Pandan Extract Market size is valued at USD 291 million in 2024 and is projected to reach USD 548.7 million by 2032, registering a compound annual growth rate (CAGR) of 8.25% over the forecast period.

The pandan extract market is witnessing niche growth driven by its use as a natural aromatic flavouring in Southeast Asian cuisine and its emerging popularity in global bakery and beverage applications. Pandan (*Pandanus amaryllifolius*) extracts are rich in volatile aromatic compounds such as 2-acetyl-1-pyrroline, offering sweet, nutty, and grassy notes. Manufacturers are focusing on solvent-free extraction techniques, water-soluble powdered forms for beverages and bakery products, and food-grade pandan oleoresins for flavour manufacturing. Growth is supported by rising popularity of Southeast Asian desserts and drinks globally, demand for clean-label natural flavourings, and innovation in aromatic ingredient portfolios. Challenges include aroma volatility and degradation during processing, limited cultivation regions restricting large-scale supply, and formulation compatibility in processed food matrices. Recent developments include Borneo Naturals launching pandan oleoresin extracts, Xi'an Lyphar introducing water-soluble pandan powders, and Naturalin enhancing pandan flavour concentrates for food applications.

Major trends include development of solvent-free pandan extracts and water-soluble powders for beverage and bakery flavouring.

Drivers are rising popularity of Southeast Asian cuisine, demand for natural aromatic

flavourings, and global expansion of pandan-flavoured desserts and beverages.

Challenges include aroma volatility affecting formulation stability, limited cultivation areas restricting supply, and formulation compatibility in processed foods.

Companies focus on enhancing aromatic compound extraction purity, developing food-grade oleoresins and powders, and integrating pandan extracts into bakery, beverage, and confectionery products.

Recent developments include Borneo Naturals launching oleoresin extracts, Xi'an Lyphar introducing soluble pandan powders, and Naturalin enhancing pandan concentrates for food.

Pandan Extract Market Size Data, Trends, Growth Opportunities, and Restraining Factors

This comprehensive Pandan Extract market report delivers updated market size estimates from 2024 to 2034, offering in-depth analysis of the latest Pandan Extract market trends, short-term and long-term growth drivers, competitive landscape, and new business opportunities. The report presents growth forecasts across key Pandan Extract types, applications, and major segments, alongside detailed insights into the current Pandan Extract market scenario to support companies in formulating effective market strategies.

The Pandan Extract market outlook thoroughly examines the impact of ongoing supply chain disruptions and geopolitical issues worldwide. Factors such as trade tariffs, regulatory restrictions, production losses, and the emergence of alternatives or substitutes are carefully considered in the Pandan Extract market size projections. Additionally, the analysis highlights the effects of inflation and correlates past economic downturns with current Pandan Extract market trends, providing actionable intelligence for stakeholders to navigate the evolving Pandan Extract business environment with precision.

Pandan Extract Market Competition, Intelligence, Key Players, winning strategies to 2034

The 2025 Pandan Extract Market Research Report identifies winning strategies for companies to register increased sales and improve market share.

Opinions from senior executives from leading companies in the Pandan Extract market are imbibed thoroughly and the Pandan Extract industry expert predictions on the economic downturn, technological advancements in the Pandan Extract market, and customized strategies specific to a product and geography are mentioned.

The Pandan Extract market report is a source of comprehensive data and analysis of the industry, helping businesses to make informed decisions and stay ahead of the competition. The Pandan Extract market study assists investors in analyzing On Pandan Extract business prospects by region, key countries, and top companies' information to channel their investments.

The report provides insights into consumer behavior and preferences, including their buying patterns, brand loyalty, and factors influencing their purchasing decisions. It also includes an analysis of the regulatory environment and its impact on the Pandan Extract industry. Shifting consumer demand despite declining GDP and burgeoning interest rates to control surging inflation is well detailed.

What's Included in the Report

Global Pandan Extract market size and growth projections, 2024- 2034

North America Pandan Extract market size and growth forecasts, 2024- 2034
(United States, Canada, Mexico)

Europe market size and growth forecasts, 2024- 2034 (Germany, France, United Kingdom, Italy, Spain)

Asia-Pacific Pandan Extract market size and growth forecasts, 2024- 2034
(China, India, Japan, South Korea, Australia)

Middle East Africa Pandan Extract market size and growth estimate, 2024- 2034 (Middle East, Africa)

South and Central America Pandan Extract market size and growth outlook, 2024- 2034 (Brazil, Argentina, Chile)

Pandan Extract market size, share and CAGR of key products, applications, and other verticals, 2024- 2034

Short- and long-term Pandan Extract market trends, drivers, challenges, and opportunities

Pandan Extract market insights, Porter's Five Forces analysis

Profiles of 5 leading companies in the industry- overview, key strategies, financials, product portfolio and SWOT analysis

Latest market news and developments

Key Questions Answered in This Report :

What is the current Pandan Extract market size at global, regional, and country levels?

What is the market penetration of different types, Applications, processes/technologies, and distribution/sales channels of the Pandan Extract market?

What will be the impact of economic slowdown/recission on Pandan Extract demand/sales?

How has the global Pandan Extract market evolved in past years and what will be the future trajectory?

What is the impact of growing inflation, Russia-Ukraine war on the Pandan Extract market forecast?

What are the Supply chain challenges for Pandan Extract?

What are the potential regional Pandan Extract markets to invest in?

What is the product evolution and high-performing products to focus in the Pandan Extract market?

What are the key driving factors and opportunities in the industry?

Who are the key players in Pandan Extract market and what is the degree of competition/Pandan Extract market share?

What is the market structure /Pandan Extract Market competitive Intelligence?

Available Customizations

The standard syndicate report is designed to serve the common interests of Pandan Extract Market players across the value chain, and include selective data and analysis from entire research findings as per the scope and price of the publication.

However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

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Pandan Extract Pricing and Margins Across the Supply Chain, Pandan Extract Price Analysis / International Trade Data / Import-Export Analysis,

Supply Chain Analysis, Supply–Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Pandan Extract market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

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Pandan Extract Market Segmentation

By Product

Liquid Extract

Powder Extract

By Application

Food and Beverage

Cosmetics and Personal Care

Pharmaceuticals

By End User

Household

Commercial

By Technology

Cold Extraction

Hot Extraction

By Geography

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Spain, Italy, Rest of Europe)

Asia-Pacific (China, India, Japan, Australia, Vietnam, Rest of APAC)

The Middle East and Africa (Middle East, Africa)

South and Central America (Brazil, Argentina, Rest of SCA)

Top Companies Analysed

Xi'an Greena Biotech Co., Ltd.

Shaanxi Guanjie Technology Co., Ltd.

Sabinsa Corporation

Naturex

Nutra Green Biotechnology Co., Ltd.

Hunan Huakang Biotech Inc.

Botanic Healthcare

Hawaii Pharm LLC

Hunan MT Health Inc.

Bio Botanica Inc.

Givaudan

Indesso

Oryza Oil & Fat Chemical Co., Ltd.

Alchem International Pvt. Ltd.

Xi'an Rainbow Biotech Co., Ltd.

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. PANDAN EXTRACT MARKET LATEST TRENDS, DRIVERS AND CHALLENGES, 2024- 2034

- 2.1 Pandan Extract Market Overview
- 2.2 Market Strategies of Leading Pandan Extract Companies
- 2.3 Pandan Extract Market Insights, 2024- 2034
 - 2.3.1 Leading Pandan Extract Types, 2024- 2034
 - 2.3.2 Leading Pandan Extract End-User industries, 2024- 2034
 - 2.3.3 Fast-Growing countries for Pandan Extract sales, 2024- 2034
- 2.4 Pandan Extract Market Drivers and Restraints
 - 2.4.1 Pandan Extract Demand Drivers to 2034
 - 2.4.2 Pandan Extract Challenges to 2034
- 2.5 Pandan Extract Market- Five Forces Analysis
 - 2.5.1 Pandan Extract Industry Attractiveness Index, 2024
 - 2.5.2 Threat of New Entrants
 - 2.5.3 Bargaining Power of Suppliers
 - 2.5.4 Bargaining Power of Buyers
 - 2.5.5 Intensity of Competitive Rivalry
 - 2.5.6 Threat of Substitutes

3. GLOBAL PANDAN EXTRACT MARKET VALUE, MARKET SHARE, AND FORECAST TO 2034

- 3.1 Global Pandan Extract Market Overview, 2024
- 3.2 Global Pandan Extract Market Revenue and Forecast, 2024- 2034 (US\$ Million)
- 3.3 Global Pandan Extract Market Size and Share Outlook By Product, 2024- 2034
- 3.4 Global Pandan Extract Market Size and Share Outlook By Application, 2024- 2034
- 3.5 Global Pandan Extract Market Size and Share Outlook By End User, 2024- 2034
- 3.6 Global Pandan Extract Market Size and Share Outlook By Technology, 2024- 2034
- 3.7 Global Pandan Extract Market Size and Share Outlook by Region, 2024- 2034

4. ASIA PACIFIC PANDAN EXTRACT MARKET VALUE, MARKET SHARE AND

FORECAST TO 2034

- 4.1 Asia Pacific Pandan Extract Market Overview, 2024
- 4.2 Asia Pacific Pandan Extract Market Revenue and Forecast, 2024- 2034 (US\$ Million)
- 4.3 Asia Pacific Pandan Extract Market Size and Share Outlook By Product, 2024- 2034
- 4.4 Asia Pacific Pandan Extract Market Size and Share Outlook By Application, 2024- 2034
- 4.5 Asia Pacific Pandan Extract Market Size and Share Outlook By End User, 2024- 2034
- 4.6 Asia Pacific Pandan Extract Market Size and Share Outlook By Technology, 2024- 2034
- 4.7 Asia Pacific Pandan Extract Market Size and Share Outlook by Country, 2024- 2034

5. EUROPE PANDAN EXTRACT MARKET VALUE, MARKET SHARE, AND FORECAST TO 2034

- 5.1 Europe Pandan Extract Market Overview, 2024
- 5.2 Europe Pandan Extract Market Revenue and Forecast, 2024- 2034 (US\$ Million)
- 5.3 Europe Pandan Extract Market Size and Share Outlook By Product, 2024- 2034
- 5.4 Europe Pandan Extract Market Size and Share Outlook By Application, 2024- 2034
- 5.5 Europe Pandan Extract Market Size and Share Outlook By End User, 2024- 2034
- 5.6 Europe Pandan Extract Market Size and Share Outlook By Technology, 2024- 2034
- 5.7 Europe Pandan Extract Market Size and Share Outlook by Country, 2024- 2034

6. NORTH AMERICA PANDAN EXTRACT MARKET VALUE, MARKET SHARE AND FORECAST TO 2034

- 6.1 North America Pandan Extract Market Overview, 2024
- 6.2 North America Pandan Extract Market Revenue and Forecast, 2024- 2034 (US\$ Million)
- 6.3 North America Pandan Extract Market Size and Share Outlook By Product, 2024- 2034
- 6.4 North America Pandan Extract Market Size and Share Outlook By Application, 2024- 2034
- 6.5 North America Pandan Extract Market Size and Share Outlook By End User, 2024- 2034
- 6.6 North America Pandan Extract Market Size and Share Outlook By Technology, 2024- 2034

6.7 North America Pandan Extract Market Size and Share Outlook by Country, 2024-2034

7. SOUTH AND CENTRAL AMERICA PANDAN EXTRACT MARKET VALUE, MARKET SHARE AND FORECAST TO 2034

7.1 South and Central America Pandan Extract Market Overview, 2024

7.2 South and Central America Pandan Extract Market Revenue and Forecast, 2024-2034 (US\$ Million)

7.3 South and Central America Pandan Extract Market Size and Share Outlook By Product, 2024- 2034

7.4 South and Central America Pandan Extract Market Size and Share Outlook By Application, 2024- 2034

7.5 South and Central America Pandan Extract Market Size and Share Outlook By End User, 2024- 2034

7.6 South and Central America Pandan Extract Market Size and Share Outlook By Technology, 2024- 2034

7.7 South and Central America Pandan Extract Market Size and Share Outlook by Country, 2024- 2034

8. MIDDLE EAST AFRICA PANDAN EXTRACT MARKET VALUE, MARKET SHARE AND FORECAST TO 2034

8.1 Middle East Africa Pandan Extract Market Overview, 2024

8.2 Middle East and Africa Pandan Extract Market Revenue and Forecast, 2024- 2034 (US\$ Million)

8.3 Middle East Africa Pandan Extract Market Size and Share Outlook By Product, 2024- 2034

8.4 Middle East Africa Pandan Extract Market Size and Share Outlook By Application, 2024- 2034

8.5 Middle East Africa Pandan Extract Market Size and Share Outlook By End User, 2024- 2034

8.6 Middle East Africa Pandan Extract Market Size and Share Outlook By Technology, 2024- 2034

8.7 Middle East Africa Pandan Extract Market Size and Share Outlook by Country, 2024- 2034

9. PANDAN EXTRACT MARKET STRUCTURE

9.1 Key Players

9.2 Pandan Extract Companies - Key Strategies and Financial Analysis

9.2.1 Snapshot

9.2.3 Business Description

9.2.4 Products and Services

9.2.5 Financial Analysis

10. PANDAN EXTRACT INDUSTRY RECENT DEVELOPMENTS

11 APPENDIX

11.1 Publisher Expertise

11.2 Research Methodology

11.3 Annual Subscription Plans

11.4 Contact Information

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