

Grape Seed Extract Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

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Abstracts

Grape Seed Extracts Market Summary

Introduction and Market Overview

Grape seed extracts, rich in antioxidants like proanthocyanidins, address the needs of 2 billion people globally with chronic diseases, driving demand in dietary supplements and cosmetics. The dietary supplement market grew 8% in 2023, with grape seed extracts used for cardiovascular and immune health. The cosmetics market, growing 7% in 2023, leverages grape seed's anti-aging properties. With 70% of consumers preferring natural ingredients, grape seed extracts align with clean-label trends. The global wine industry, producing 25 billion liters in 2023, supports extract supply as a byproduct. The global grape seed extracts market is estimated at USD 100-180 billion in 2025, with a CAGR of 7%-11% through 2030, fueled by health and beauty trends.

Regional Market Trends

North America: The U.S. and Canada lead with demand in supplements and skincare.

Europe: France, Italy, and Germany dominate due to wine production and health products.

Asia Pacific: China and Japan see growth in nutraceuticals and cosmetics.

Rest of the World: Brazil and Australia expand with wellness and beauty trends.

Application Analysis

Food & Beverage: Expected growth of 6.5%-10.5%, in functional drinks and snacks. Trends focus on antioxidant fortification.

Personal Care: Projected growth of 7.5%-11.5%, in anti-aging skincare. Trends emphasize natural formulations.

Dietary Supplement: Anticipated growth of 7%-11%, for health benefits. Trends highlight cardiovascular support.

Others: Expected growth of 6%-10%, including pet supplements. Trends focus on niche applications.

Type Analysis

Powder: Anticipated growth of 7%-11%, favored for supplements and foods. Trends emphasize high-potency extracts.

Liquids: Expected growth of 6.5%-10.5%, used in beverages and cosmetics. Trends focus on bioavailability.

Key Market Players

Naturex (Givaudan): Offers high-quality grape seed extracts for health products.

Indena: Specializes in standardized grape seed extracts for supplements.

Polyphenolics: Provides grape seed extracts for cardiovascular health.

Botanic Innovations: Focuses on organic grape seed extracts.

Nexira: Supplies natural extracts for food and cosmetics.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, due to accessible wine byproducts but high extraction costs.

Threat of Substitutes: Moderate, with other antioxidants like green tea extracts competing.

Bargaining Power of Buyers: Moderate, as buyers seek high-potency extracts but have multiple suppliers.

Bargaining Power of Suppliers: Moderate, with wine regions controlling grape seed supply.

Competitive Rivalry: High, driven by innovation in potency and applications.

Market Opportunities and Challenges

Opportunities:

Addressing 2 billion chronic disease patients with antioxidants.

Leveraging 8% dietary supplement market growth.

Capitalizing on 7% cosmetics market growth.

Benefiting from 70% consumer preference for natural ingredients.

Utilizing 25 billion liters of wine byproducts.

Innovating with high-potency and liquid extracts.

Challenges:

Competition from alternative antioxidants.

High costs of standardized extract production.

Limited awareness in emerging markets.

Supply chain disruptions due to wine production variability.

Regulatory scrutiny on health claims.

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