

Lutein Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application

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Abstracts

Lutein Market Summary

Introduction

Lutein, a naturally occurring carotenoid found in marigold flowers and certain vegetables, is a yellow-to-orange pigment celebrated for its antioxidant properties and role in eye health. Widely used as a dietary supplement, food colorant, and feed additive, lutein supports vision protection, skin health, and animal nutrition. Its applications span food and beverages, dietary supplements, feed, pet food, and other niche uses, reflecting its versatility in health and wellness industries. The lutein market operates within the nutraceutical and functional food sector, driven by growing consumer awareness of preventive healthcare, aging populations, and demand for natural ingredients. Its growth is propelled by trends in clean-label products and animal nutrition, though it faces challenges from high production costs, competition from synthetic alternatives, and raw material supply constraints.

Market Size and Growth Forecast

The global lutein market is valued at approximately USD 360–520 million in 2025, with a projected compound annual growth rate (CAGR) of 5.6–7.6% through 2030. This robust growth reflects increasing demand for eye health supplements and natural food additives.

Regional Analysis

North America: North America grows at 5–7%. The United States leads, driven by a strong dietary supplement market and aging population concerns. Trends focus on premium lutein formulations and e-commerce growth in wellness products.

Asia Pacific: Asia Pacific grows at 6–8%. China dominates as a major producer due to its marigold cultivation, while India and Japan expand consumption through food and feed applications. Trends emphasize cost-effective production and rising health consciousness.

Europe: Europe grows at 5–6.5%. Germany and the UK lead, propelled by functional foods and regulatory support for natural additives. Trends prioritize sustainability and clean-label certifications.

Rest of the World: this region grows at 5.5–7.5%. Brazil and Mexico contribute through feed and food uses, with trends favoring affordable, natural ingredients for emerging markets.

Application Analysis

Food and Beverage: Expected to grow at 5–7%, it leverages lutein as a natural colorant and functional ingredient. Trends focus on clean-label products and fortified beverages.

Dietary Supplement: Projected at 6–8%, it dominates due to lutein's eye health benefits. Trends highlight demand for high-potency capsules and gummies.

Feed: Anticipated at 5.5–7.5%, it enhances poultry and aquaculture nutrition. Trends emphasize natural pigmentation and animal welfare.

Pet Food: Expected at 4.5–6.5%, it supports pet health with antioxidant benefits. Trends explore premium pet products.

Others: Projected at 4–6%, including cosmetics, with trends in niche antioxidant applications.

Key Market Players

BASF: A global leader, BASF offers lutein for food and supplement applications, focusing on innovation.

Lycored: Specializes in natural carotenoids, supplying lutein for health and food industries.

AVT Natural Products Limited: An Indian firm, it provides cost-effective lutein from marigold extracts.

San-Ei Gen F.F.I. Inc.: A Japanese player, it focuses on lutein for food colorants.

Vepinsa: Supplies lutein for feed and food uses, emphasizing quality.

Synthite: Offers natural lutein solutions for diverse applications.

Kemin: Provides lutein for eye health and animal nutrition.

India Glycols Limited: A regional supplier, it caters to food and supplement markets.

Guangzhou Wisdom Bio-Technology Co. Ltd.: Focuses on lutein for Asia's growing demand.

Guangzhou Leader Bio-Technology Co. Ltd.: Supplies lutein for health products.

Chenguang Biotech Group: A Chinese leader, it produces lutein from marigold sources.

Qingdao Scitech Biotech Co. Ltd.: Offers scalable lutein solutions.
Hebei Dongzhixing Biotechnology Co. Ltd.: Targets regional feed and food markets.
Shandong Tianyin Biotechnology Co. Ltd.: Provides lutein for dietary supplements.
Qujing Bohao Biotech Co Ltd: Focuses on natural lutein production.
Zhongda Hengyuan Biotechnology: Supplies lutein for functional foods.
Zhejiang Medicine Co. Ltd.: Offers high-quality lutein for health applications.
Divis Laboratories: A key player, it provides lutein for global markets.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate; high production expertise and raw material access deter entry, but demand attracts niche players.

Threat of Substitutes: Medium; synthetic antioxidants compete, though lutein's natural appeal sustains its position.

Bargaining Power of Buyers: High; large supplement and food firms negotiate due to bulk needs.

Bargaining Power of Suppliers: Medium; marigold growers hold leverage, offset by global sourcing.

Competitive Rivalry: High; players compete on purity, cost, and sustainability, driving innovation.

Market Opportunities and Challenges

Opportunities:

- The rising dietary supplement market in North America and Asia Pacific offers a vibrant opportunity, as eye health concerns drive lutein demand. Producers can leverage premium formulations to meet this need.
- Growing clean-label trends in food and beverages worldwide create a favorable landscape, with lutein's natural status gaining traction. Innovating with fortified products can tap into this shift.
- Expanding feed applications in emerging markets present a pathway, as natural pigmentation gains importance in animal nutrition. Enhancing cost-effective solutions can position manufacturers to meet this demand.

Challenges:

- High production costs from marigold extraction limit scalability, requiring efficient processes to maintain affordability.
- Competition from synthetic alternatives poses a threat, as cost-conscious buyers weigh options. Producers must emphasize lutein's natural benefits to stay competitive.
- Raw material supply volatility, tied to marigold harvests, introduces risks, necessitating robust sourcing strategies.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 ABBREVIATION AND ACRONYMS

CHAPTER 3 PREFACE

- 3.1 Research Scope
- 3.2 Research Sources
 - 3.2.1 Data Sources
 - 3.2.2 Assumptions
- 3.3 Research Method

CHAPTER 4 MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Classification/Types
- 4.3 Application/End Users

CHAPTER 5 MARKET TREND ANALYSIS

- 5.1 Introduction
- 5.2 Drivers
- 5.3 Restraints
- 5.4 Opportunities
- 5.5 Threats

CHAPTER 6 INDUSTRY CHAIN ANALYSIS

- 6.1 Upstream/Suppliers Analysis
- 6.2 Lutein Analysis
 - 6.2.1 Technology Analysis
 - 6.2.2 Cost Analysis
 - 6.2.3 Market Channel Analysis
- 6.3 Downstream Buyers/End Users

CHAPTER 7 LATEST MARKET DYNAMICS

- 7.1 Latest News
- 7.2 Merger and Acquisition
- 7.3 Planned/Future Project
- 7.4 Policy Dynamics

CHAPTER 8 TRADING ANALYSIS

- 8.1 Export of Lutein by Region
- 8.2 Import of Lutein by Region
- 8.3 Balance of Trade

CHAPTER 9 HISTORICAL AND FORECAST LUTEIN MARKET IN NORTH AMERICA (2020-2030)

- 9.1 Lutein Market Size
- 9.2 Lutein Demand by End Use
- 9.3 Competition by Players/Suppliers
- 9.4 Type Segmentation and Price
- 9.5 Key Countries Analysis
 - 9.5.1 United States
 - 9.5.2 Canada
 - 9.5.3 Mexico

CHAPTER 10 HISTORICAL AND FORECAST LUTEIN MARKET IN SOUTH AMERICA (2020-2030)

- 10.1 Lutein Market Size
- 10.2 Lutein Demand by End Use
- 10.3 Competition by Players/Suppliers
- 10.4 Type Segmentation and Price
- 10.5 Key Countries Analysis
 - 10.5.1 Brazil
 - 10.5.2 Argentina
 - 10.5.3 Chile
 - 10.5.4 Peru

CHAPTER 11 HISTORICAL AND FORECAST LUTEIN MARKET IN ASIA & PACIFIC (2020-2030)

- 11.1 Lutein Market Size
- 11.2 Lutein Demand by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Type Segmentation and Price
- 11.5 Key Countries Analysis
 - 11.5.1 China
 - 11.5.2 India
 - 11.5.3 Japan
 - 11.5.4 South Korea
 - 11.5.5 Southeast Asia
 - 11.5.6 Australia

CHAPTER 12 HISTORICAL AND FORECAST LUTEIN MARKET IN EUROPE (2020-2030)

- 12.1 Lutein Market Size
- 12.2 Lutein Demand by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Type Segmentation and Price
- 12.5 Key Countries Analysis
 - 12.5.1 Germany
 - 12.5.2 France
 - 12.5.3 United Kingdom
 - 12.5.4 Italy
 - 12.5.5 Spain
 - 12.5.6 Belgium
 - 12.5.7 Netherlands
 - 12.5.8 Austria
 - 12.5.9 Poland
 - 12.5.10 Russia

CHAPTER 13 HISTORICAL AND FORECAST LUTEIN MARKET IN MEA (2020-2030)

- 13.1 Lutein Market Size
- 13.2 Lutein Demand by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Type Segmentation and Price
- 13.5 Key Countries Analysis
 - 13.5.1 Egypt

- 13.5.2 Israel
- 13.5.3 South Africa
- 13.5.4 Gulf Cooperation Council Countries
- 13.5.5 Turkey

CHAPTER 14 SUMMARY FOR GLOBAL LUTEIN MARKET (2020-2025)

- 14.1 Lutein Market Size
- 14.2 Lutein Demand by End Use
- 14.3 Competition by Players/Suppliers
- 14.4 Type Segmentation and Price

CHAPTER 15 GLOBAL LUTEIN MARKET FORECAST (2025-2030)

- 15.1 Lutein Market Size Forecast
- 15.2 Lutein Demand Forecast
- 15.3 Competition by Players/Suppliers
- 15.4 Type Segmentation and Price Forecast

CHAPTER 16 ANALYSIS OF GLOBAL KEY VENDORS

- 16.1 BASF
 - 16.1.1 Company Profile
 - 16.1.2 Main Business and Lutein Information
 - 16.1.3 SWOT Analysis of BASF
 - 16.1.4 BASF Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.2 Lycored
 - 16.2.1 Company Profile
 - 16.2.2 Main Business and Lutein Information
 - 16.2.3 SWOT Analysis of Lycored
 - 16.2.4 Lycored Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.3 AVT Natural Products Limited
 - 16.3.1 Company Profile
 - 16.3.2 Main Business and Lutein Information
 - 16.3.3 SWOT Analysis of AVT Natural Products Limited
 - 16.3.4 AVT Natural Products Limited Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.4 San-Ei Gen F.F.I. Inc.
 - 16.4.1 Company Profile

- 16.4.2 Main Business and Lutein Information
- 16.4.3 SWOT Analysis of San-Ei Gen F.F.I. Inc.
- 16.4.4 San-Ei Gen F.F.I. Inc. Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.5 Vepinsa
 - 16.5.1 Company Profile
 - 16.5.2 Main Business and Lutein Information
 - 16.5.3 SWOT Analysis of Vepinsa
 - 16.5.4 Vepinsa Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.6 Synthite
 - 16.6.1 Company Profile
 - 16.6.2 Main Business and Lutein Information
 - 16.6.3 SWOT Analysis of Synthite
 - 16.6.4 Synthite Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.7 Kemin
 - 16.7.1 Company Profile
 - 16.7.2 Main Business and Lutein Information
 - 16.7.3 SWOT Analysis of Kemin
 - 16.7.4 Kemin Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.8 India Glycols Limited
 - 16.8.1 Company Profile
 - 16.8.2 Main Business and Lutein Information
 - 16.8.3 SWOT Analysis of India Glycols Limited
 - 16.8.4 India Glycols Limited Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.9 Guangzhou Wisdom Bio-Technology Co. Ltd
 - 16.9.1 Company Profile
 - 16.9.2 Main Business and Lutein Information
 - 16.9.3 SWOT Analysis of Guangzhou Wisdom Bio-Technology Co. Ltd
 - 16.9.4 Guangzhou Wisdom Bio-Technology Co. Ltd Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.10 Guangzhou Leader Bio-Technology Co. Ltd.
 - 16.10.1 Company Profile
 - 16.10.2 Main Business and Lutein Information
 - 16.10.3 SWOT Analysis of Guangzhou Leader Bio-Technology Co. Ltd.
 - 16.10.4 Guangzhou Leader Bio-Technology Co. Ltd. Lutein Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.11 Chenguang Biotech Group
 - 16.11.1 Company Profile

16.11.2 Main Business and Lutein Information	
16.11.3 SWOT Analysis of Chenguang Biotech Group	
16.11.4 Chenguang Biotech Group Lutein Sales, Revenue, Price and Gross Margin (2020-2025)	
16.12 Qingdao Scitech Biotech Co. Ltd	
16.12.1 Company Profile	
16.12.2 Main Business and Lutein Information	
16.12.3 SWOT Analysis of Qingdao Scitech Biotech Co. Ltd	
16.12.4 Qingdao Scitech Biotech Co. Ltd Lutein Sales, Revenue, Price and Gross Margin (2020-2025)	
16.13 Hebei Dongzhixing Biotechnology Co. Ltd.	
16.13.1 Company Profile	
16.13.2 Main Business and Lutein Information	
16.13.3 SWOT Analysis of Hebei Dongzhixing Biotechnology Co. Ltd.	
16.13.4 Hebei Dongzhixing Biotechnology Co. Ltd. Lutein Sales, Revenue, Price and Gross Margin (2020-2025)	
16.14 Shandong Tianyin Biotechnology Co. Ltd.	
16.14.1 Company Profile	
16.14.2 Main Business and Lutein Information	
16.14.3 SWOT Analysis of Shandong Tianyin Biotechnology Co. Ltd.	
16.14.4 Shandong Tianyin Biotechnology Co. Ltd. Lutein Sales, Revenue, Price and Gross Margin (2020-2025)	
16.15 Qujing Bohao Biotech Co Ltd	
16.15.1 Company Profile	
16.15.2 Main Business and Lutein Information	
16.15.3 SWOT Analysis of Qujing Bohao Biotech Co Ltd	
16.15.4 Qujing Bohao Biotech Co Ltd Lutein Sales, Revenue, Price and Gross Margin (2020-2025)	
16.16 Zhongda Hengyuan Biotechnology	
16.16.1 Company Profile	
16.16.2 Main Business and Lutein Information	
16.16.3 SWOT Analysis of Zhongda Hengyuan Biotechnology	
16.16.4 Zhongda Hengyuan Biotechnology Lutein Sales, Revenue, Price and Gross Margin (2020-2025)	
Please ask for sample pages for full companies list	
Tables and Figures	
Table Abbreviation and Acronyms List	
Table Research Scope of Lutein Report	
Table Data Sources of Lutein Report	

Table Major Assumptions of Lutein Report
Figure Market Size Estimated Method
Figure Major Forecasting Factors
Figure Lutein Picture
Table Lutein Classification
Table Lutein Applications List
Table Drivers of Lutein Market
Table Restraints of Lutein Market
Table Opportunities of Lutein Market
Table Threats of Lutein Market
Table Raw Materials Suppliers List
Table Different Production Methods of Lutein
Table Cost Structure Analysis of Lutein
Table Key End Users List
Table Latest News of Lutein Market
Table Merger and Acquisition List
Table Planned/Future Project of Lutein Market
Table Policy of Lutein Market
Table 2020-2030 Regional Export of Lutein
Table 2020-2030 Regional Import of Lutein
Table 2020-2030 Regional Trade Balance
Figure 2020-2030 Regional Trade Balance
Table 2020-2030 North America Lutein Market Size and Market Volume List
Figure 2020-2030 North America Lutein Market Size and CAGR
Figure 2020-2030 North America Lutein Market Volume and CAGR
Table 2020-2030 North America Lutein Demand List by Application
Table 2020-2025 North America Lutein Key Players Sales List
Table 2020-2025 North America Lutein Key Players Market Share List
Table 2020-2030 North America Lutein Demand List by Type
Table 2020-2025 North America Lutein Price List by Type
Table 2020-2030 United States Lutein Market Size and Market Volume List
Table 2020-2030 United States Lutein Import & Export List
Table 2020-2030 Canada Lutein Market Size and Market Volume List
Table 2020-2030 Canada Lutein Import & Export List
Table 2020-2030 Mexico Lutein Market Size and Market Volume List
Table 2020-2030 Mexico Lutein Import & Export List
Table 2020-2030 South America Lutein Market Size and Market Volume List
Figure 2020-2030 South America Lutein Market Size and CAGR
Figure 2020-2030 South America Lutein Market Volume and CAGR

Table 2020-2030 South America Lutein Demand List by Application
Table 2020-2025 South America Lutein Key Players Sales List
Table 2020-2025 South America Lutein Key Players Market Share List
Table 2020-2030 South America Lutein Demand List by Type
Table 2020-2025 South America Lutein Price List by Type
Table 2020-2030 Brazil Lutein Market Size and Market Volume List
Table 2020-2030 Brazil Lutein Import & Export List
Table 2020-2030 Argentina Lutein Market Size and Market Volume List
Table 2020-2030 Argentina Lutein Import & Export List
Table 2020-2030 Chile Lutein Market Size and Market Volume List
Table 2020-2030 Chile Lutein Import & Export List
Table 2020-2030 Peru Lutein Market Size and Market Volume List
Table 2020-2030 Peru Lutein Import & Export List
Table 2020-2030 Asia & Pacific Lutein Market Size and Market Volume List
Figure 2020-2030 Asia & Pacific Lutein Market Size and CAGR
Figure 2020-2030 Asia & Pacific Lutein Market Volume and CAGR
Table 2020-2030 Asia & Pacific Lutein Demand List by Application
Table 2020-2025 Asia & Pacific Lutein Key Players Sales List
Table 2020-2025 Asia & Pacific Lutein Key Players Market Share List
Table 2020-2030 Asia & Pacific Lutein Demand List by Type
Table 2020-2025 Asia & Pacific Lutein Price List by Type
Table 2020-2030 China Lutein Market Size and Market Volume List
Table 2020-2030 China Lutein Import & Export List
Table 2020-2030 India Lutein Market Size and Market Volume List
Table 2020-2030 India Lutein Import & Export List
Table 2020-2030 Japan Lutein Market Size and Market Volume List
Table 2020-2030 Japan Lutein Import & Export List
Table 2020-2030 South Korea Lutein Market Size and Market Volume List
Table 2020-2030 South Korea Lutein Import & Export List
Table 2020-2030 Southeast Asia Lutein Market Size List
Table 2020-2030 Southeast Asia Lutein Market Volume List
Table 2020-2030 Southeast Asia Lutein Import List
Table 2020-2030 Southeast Asia Lutein Export List
Table 2020-2030 Australia Lutein Market Size and Market Volume List
Table 2020-2030 Australia Lutein Import & Export List
Table 2020-2030 Europe Lutein Market Size and Market Volume List
Figure 2020-2030 Europe Lutein Market Size and CAGR
Figure 2020-2030 Europe Lutein Market Volume and CAGR
Table 2020-2030 Europe Lutein Demand List by Application

Table 2020-2025 Europe Lutein Key Players Sales List
Table 2020-2025 Europe Lutein Key Players Market Share List
Table 2020-2030 Europe Lutein Demand List by Type
Table 2020-2025 Europe Lutein Price List by Type
Table 2020-2030 Germany Lutein Market Size and Market Volume List
Table 2020-2030 Germany Lutein Import & Export List
Table 2020-2030 France Lutein Market Size and Market Volume List
Table 2020-2030 France Lutein Import & Export List
Table 2020-2030 United Kingdom Lutein Market Size and Market Volume List
Table 2020-2030 United Kingdom Lutein Import & Export List
Table 2020-2030 Italy Lutein Market Size and Market Volume List
Table 2020-2030 Italy Lutein Import & Export List
Table 2020-2030 Spain Lutein Market Size and Market Volume List
Table 2020-2030 Spain Lutein Import & Export List
Table 2020-2030 Belgium Lutein Market Size and Market Volume List
Table 2020-2030 Belgium Lutein Import & Export List
Table 2020-2030 Netherlands Lutein Market Size and Market Volume List
Table 2020-2030 Netherlands Lutein Import & Export List
Table 2020-2030 Austria Lutein Market Size and Market Volume List
Table 2020-2030 Austria Lutein Import & Export List
Table 2020-2030 Poland Lutein Market Size and Market Volume List
Table 2020-2030 Poland Lutein Import & Export List
Table 2020-2030 Russia Lutein Market Size and Market Volume List
Table 2020-2030 Russia Lutein Import & Export List
Table 2020-2030 MEA Lutein Market Size and Market Volume List
Figure 2020-2030 MEA Lutein Market Size and CAGR
Figure 2020-2030 MEA Lutein Market Volume and CAGR
Table 2020-2030 MEA Lutein Demand List by Application
Table 2020-2025 MEA Lutein Key Players Sales List
Table 2020-2025 MEA Lutein Key Players Market Share List
Table 2020-2030 MEA Lutein Demand List by Type
Table 2020-2025 MEA Lutein Price List by Type
Table 2020-2030 Egypt Lutein Market Size and Market Volume List
Table 2020-2030 Egypt Lutein Import & Export List
Table 2020-2030 Israel Lutein Market Size and Market Volume List
Table 2020-2030 Israel Lutein Import & Export List
Table 2020-2030 South Africa Lutein Market Size and Market Volume List
Table 2020-2030 South Africa Lutein Import & Export List
Table 2020-2030 Gulf Cooperation Council Countries Lutein Market Size and Market

Volume List

Table 2020-2030 Gulf Cooperation Council Countries Lutein Import & Export List

Table 2020-2030 Turkey Lutein Market Size and Market Volume List

Table 2020-2030 Turkey Lutein Import & Export List

Table 2020-2025 Global Lutein Market Size List by Region

Table 2020-2025 Global Lutein Market Size Share List by Region

Table 2020-2025 Global Lutein Market Volume List by Region

Table 2020-2025 Global Lutein Market Volume Share List by Region

Table 2020-2025 Global Lutein Demand List by Application

Table 2020-2025 Global Lutein Demand Market Share List by Application

Table 2020-2025 Global Lutein Capacity List

Table 2020-2025 Global Lutein Key Vendors Capacity Share List

Table 2020-2025 Global Lutein Key Vendors Production List

Table 2020-2025 Global Lutein Key Vendors Production Share List

Figure 2020-2025 Global Lutein Capacity Production and Growth Rate

Table 2020-2025 Global Lutein Key Vendors Production Value List

Figure 2020-2025 Global Lutein Production Value and Growth Rate

Table 2020-2025 Global Lutein Key Vendors Production Value Share List

Table 2020-2025 Global Lutein Demand List by Type

Table 2020-2025 Global Lutein Demand Market Share List by Type

Table 2020-2025 Regional Lutein Price List

Table 2025-2030 Global Lutein Market Size List by Region

Table 2025-2030 Global Lutein Market Size Share List by Region

Table 2025-2030 Global Lutein Market Volume List by Region

Table 2025-2030 Global Lutein Market Volume Share List by Region

Table 2025-2030 Global Lutein Demand List by Application

Table 2025-2030 Global Lutein Demand Market Share List by Application

Table 2025-2030 Global Lutein Capacity List

Table 2025-2030 Global Lutein Key Vendors Capacity Share List

Table 2025-2030 Global Lutein Key Vendors Production List

Table 2025-2030 Global Lutein Key Vendors Production Share List

Figure 2025-2030 Global Lutein Capacity Production and Growth Rate

Table 2025-2030 Global Lutein Key Vendors Production Value List

Figure 2025-2030 Global Lutein Production Value and Growth Rate

Table 2025-2030 Global Lutein Key Vendors Production Value Share List

Table 2025-2030 Global Lutein Demand List by Type

Table 2025-2030 Global Lutein Demand Market Share List by Type

Table 2025-2030 Lutein Regional Price List

Table BASF Information

Table SWOT Analysis of BASF

Table 2020-2025 BASF Lutein Product Capacity Production Price Cost Production Value

Figure 2020-2025 BASF Lutein Capacity Production and Growth Rate

Figure 2020-2025 BASF Lutein Market Share

Table Lycored Information

Table SWOT Analysis of Lycored

Table 2020-2025 Lycored Lutein Product Capacity Production Price Cost Production Value

Figure 2020-2025 Lycored Lutein Capacity Production and Growth Rate

Figure 2020-2025 Lycored Lutein Market Share

Table AVT Natural Products Limited Information

Table SWOT Analysis of AVT Natural Products Limited

Table 2020-2025 AVT Natural Products Limited Lutein Product Capacity Production Price Cost Production Value

Figure 2020-2025 AVT Natural Products Limited Lutein Capacity Production and Growth Rate

Figure 2020-2025 AVT Natural Products Limited Lutein Market Share

Table San-Ei Gen F.F.I. Inc. Information

Table SWOT Analysis of San-Ei Gen F.F.I. Inc.

Table 2020-2025 San-Ei Gen F.F.I. Inc. Lutein Product Capacity Production Price Cost Production Value

Figure 2020-2025 San-Ei Gen F.F.I. Inc. Lutein Capacity Production and Growth Rate

Figure 2020-2025 San-Ei Gen F.F.I. Inc. Lutein Market Share

Table Vepinsa Information

Table SWOT Analysis of Vepinsa

Table 2020-2025 Vepinsa Lutein Product Capacity Production Price Cost Production Value

Figure 2020-2025 Vepinsa Lutein Capacity Production and Growth Rate

Figure 2020-2025 Vepinsa Lutein Market Share

Table Synthite Information

Table SWOT Analysis of Synthite

Table 2020-2025 Synthite Lutein Product Capacity Production Price Cost Production Value

Figure 2020-2025 Synthite Lutein Capacity Production and Growth Rate

Figure 2020-2025 Synthite Lutein Market Share

Table Kemin Information

Table SWOT Analysis of Kemin

Table 2020-2025 Kemin Lutein Product Capacity Production Price Cost Production

Value

Figure 2020-2025 Kemin Lutein Capacity Production and Growth Rate

Figure 2020-2025 Kemin Lutein Market Share

Table India Glycols Limited Information

Table SWOT Analysis of India Glycols Limited

Table 2020-2025 India Glycols Limited Lutein Product Capacity Production Price Cost
Production Value

Figure 2020-2025 India Glycols Limited Lutein Capacity Production and Growth Rate

Figure 2020-2025 India Glycols Limited Lutein Market Share

Table Guangzhou Wisdom Bio-Technology Co. Ltd Information

Table SWOT Analysis of Guangzhou Wisdom Bio-Technology Co. Ltd

Table 2020-2025 Guangzhou Wisdom Bio-Technology Co. Ltd Lutein Product Capacity
Production Price Cost Production Value

Figure 2020-2025 Guangzhou Wisdom Bio-Technology Co. Ltd Lutein Capacity
Production and Growth Rate

Figure 2020-2025 Guangzhou Wisdom Bio-Technology Co. Ltd Lutein Market Share

Table Guangzhou Leader Bio-Technology Co. Ltd. Information

Table SWOT Analysis of Guangzhou Leader Bio-Technology Co. Ltd.

Table 2020-2025 Guangzhou Leader Bio-Technology Co. Ltd. Lutein Product Capacity
Production Price Cost Production Value

Figure 2020-2025 Guangzhou Leader Bio-Technology Co. Ltd. Lutein Capacity
Production and Growth Rate

Figure 2020-2025 Guangzhou Leader Bio-Technology Co. Ltd. Lutein Market Share

Table Chenguang Biotech Group Information

Table SWOT Analysis of Chenguang Biotech Group

Table 2020-2025 Chenguang Biotech Group Lutein Product Capacity Production Price
Cost Production Value

Figure 2020-2025 Chenguang Biotech Group Lutein Capacity Production and Growth
Rate

Figure 2020-2025 Chenguang Biotech Group Lutein Market Share

Table Qingdao Scitech Biotech Co. Ltd Information

Table SWOT Analysis of Qingdao Scitech Biotech Co. Ltd

Table 2020-2025 Qingdao Scitech Biotech Co. Ltd Lutein Product Capacity Production
Price Cost Production Value

Figure 2020-2025 Qingdao Scitech Biotech Co. Ltd Lutein Capacity Production and
Growth Rate

Figure 2020-2025 Qingdao Scitech Biotech Co. Ltd Lutein Market Share

Table Hebei Dongzhixing Biotechnology Co. Ltd. Information

Table SWOT Analysis of Hebei Dongzhixing Biotechnology Co. Ltd.

Table 2020-2025 Hebei Dongzhixing Biotechnology Co. Ltd. Lutein Product Capacity
Production Price Cost Production Value

Figure 2020-2025 Hebei Dongzhixing Biotechnology Co. Ltd. Lutein Capacity
Production and Growth Rate

Figure 2020-2025 Hebei Dongzhixing Biotechnology Co. Ltd. Lutein Market Share

Table Shandong Tianyin Biotechnology Co. Ltd. Information

Table SWOT Analysis of Shandong Tianyin Biotechnology Co. Ltd.

Table 2020-2025 Shandong Tianyin Biotechnology Co. Ltd. Lutein Product Capacity
Production Price Cost Production Value

Figure 2020-2025 Shandong Tianyin Biotechnology Co. Ltd. Lutein Capacity Production
and Growth Rate

Figure 2020-2025 Shandong Tianyin Biotechnology Co. Ltd. Lutein Market Share

Table Qujing Bohao Biotech Co Ltd Information

Table SWOT Analysis of Qujing Bohao Biotech Co Ltd

Table 2020-2025 Qujing Bohao Biotech Co Ltd Lutein Product Capacity Production
Price Cost Production Value

Figure 2020-2025 Qujing Bohao Biotech Co Ltd Lutein Capacity Production and Growth
Rate

Figure 2020-2025 Qujing Bohao Biotech Co Ltd Lutein Market Share

Table Zhongda Hengyuan Biotechnology Information

Table SWOT Analysis of Zhongda Hengyuan Biotechnology

Table 2020-2025 Zhongda Hengyuan Biotechnology Lutein Product Capacity
Production Price Cost Production Value

Figure 2020-2025 Zhongda Hengyuan Biotechnology Lutein Capacity Production and
Growth Rate

Figure 2020-2025 Zhongda Hengyuan Biotechnology Lutein Market Share

Table Zhejiang Medicine Co. Ltd. Information

Table SWOT Analysis of Zhejiang Medicine Co. Ltd.

Table 2020-2025 Zhejiang Medicine Co. Ltd. Lutein Product Capacity Production Price
Cost Production Value

Figure 2020-2025 Zhejiang Medicine Co. Ltd. Lutein Capacity Production and Growth
Rate

Figure 2020-2025 Zhejiang Medicine Co. Ltd. Lutein Market Share

Table Divis Laboratories Information

Table SWOT Analysis of Divis Laboratories

Table 2020-2025 Divis Laboratories Lutein Product Capacity Production Price Cost
Production Value

Figure 2020-2025 Divis Laboratories Lutein Capacity Production and Growth Rate

Figure 2020-2025 Divis Laboratories Lutein Market Share

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