

Guarana - Global Market Outlook (2020-2028)

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Abstracts

According to Statistics MRC, the Global Guarana Market is accounted for \$130.92 million in 2020 and is expected to reach \$262.79 million by 2028 growing at a CAGR of 9.1% during the forecast period. Some of the key factors propelling the market growth include rising demand for guarana from end users, rising adoption of guarana for dietary supplements, high caffeine content in guarana, increasing use of guarana in shampoos, sanitizers, conditioners, etc., and growing consumer health awareness along with the need for clean & naturally derived ingredients. However, high cost of guarana products may restrain the market growth.

Guarana is the dry paste made from crushed seeds of *P. cupana* or *P. sorbilis* – a woody perennial shrub native to Brazil and other regions of the Amazon. These seeds are collected and dry-roasted over fire. The kernels are ground to a paste with cassava and molded into cylindrical sticks, which are then sun-dried. Guarana is primarily used as an ingredient in herbal weight loss preparations usually in combination with ephedra. This product finds application as ingredients in food & beverages, cosmetics and pharmaceutical manufacturing. This product offers several health benefits such as stimulant, weight loss promotion, relieve chronic diarrhea & treat constipation and anti-cancer properties.

By form, the liquid segment is anticipated to grow at the significant rate during the forecast period, due to increasing liquid guarana demand for beverages manufacturing supported by growing consumer awareness towards naturally derived ingredients will propel product demand. This product finds major application in non-carbonated & carbonated drinks, energy drinks and fruit based drinks. Thus, aforementioned factors should accelerate the guarana market trends. This product offers easy formulation properties for end use manufacturers which should promote product demand. Brazil is considered as the largest producer this plant in the world and increasing their production. Thus, these factors should accelerate the production of liquid form guarana.

On the basis of geography, Europe region is likely to have lucrative growth during the forecast period, owing to strong domestic demand. This is further anticipated to increase owing to rising R & D activities in the region for manufacturing innovative medicines. Supportive government initiatives implemented by EU commission should boost regional pharmaceutical industry. Initiatives include PRIME (Priority Medicines) by EU commission in which government and medicine producers work together to manufacture medicines for unmet medical conditions. Thus, these factors should accelerate regional market from pharmaceutical application.

Some of the key players in Guarana Market include Glanbia plc, The Green Labs LLC, Iris Trade Inc., Nutra Green Biotechnology Co., Ltd, Duas Rodas Industrial Ltda, Natural Amazon Herbs Producao De Extratos Ltda., AmBev SA, Herboflora Produtos Naturais Ltda, Vitaspice Brasil Ltda, Prover Brasil, A R De Sousa Ribeiro & Cia Ltda, and Hain Celestial.

Forms Covered:

Liquid

Powdered

Paste

Sales Channels Covered:

Indirect Sales

Direct Sales

Applications Covered:

Cosmetics

Food & Beverages

Personal Care

Pharmaceutical

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025 and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges,
Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis, etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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