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Polyphenol Market Forecasts to 2032 – Global Analysis By Product Type (Apple, Green Tea, Grape Seed and Other Product Types), Type (Flavonoids, Resveratrol, Phenolic Acids, Lignans, Stilbenes and Other Types), Form, Source, Application and By Geography

https://marketpublishers.com/r/P64182AC65CEEN.html
Date: June 2025
Pages: 150
Price: US$ 4,150.00 (Single User License)
ID: P64182AC65CEEN

Abstracts

According to Stratistics MRC, the Global Polyphenol Market is accounted for $2.19 billion in 2025 and is expected to reach $4.13 billion by 2032 growing at a CAGR of 9.4% during the forecast period. Polyphenols are naturally occurring compounds found abundantly in plants, known for their powerful antioxidant properties. These micronutrients are essential for shielding the body from inflammation and oxidative stress, which are connected to long-term conditions like cancer, diabetes, and heart disease. Moreover, polyphenols, which fall into various categories such as flavonoids, phenolic acids, polyphenolic amides, and others, are frequently found in fruits, vegetables, tea, coffee, red wine, and dark chocolate. Their health advantages are well known, and studies are still being conducted to determine how they can support general wellbeing, enhance brain function, and support gut health.

According to the European Prospective Investigation into Cancer and Nutrition (EPIC) study, polyphenol intake varies significantly across European countries. For instance, in Denmark, the average daily intake was 1,786 mg for men and 1,626 mg for women, while in Greece, it was 744 mg for men and 584 mg for women.

Market Dynamics:

Driver:

Increasing knowledge of health advantages

Growing public knowledge of polyphenols' benefits to health is a key factor propelling the market. Bioactive substances known for their cardio protective, anti-inflammatory, and antioxidant qualities are called polyphenols. Through the regulation of cell signaling pathways and the neutralization of free radicals, polyphenols aid in the reduction of oxidative stress and inflammation, which are the root causes of these disorders. Additionally, consumers now associate polyphenol-rich foods like berries, dark chocolate, tea, and red wine with preventing disease and promoting general wellness, which has resulted in a rise in health-focused marketing.

Restraint:

Expensive production and extraction

The high cost of producing and extracting polyphenols is one of the main obstacles to their widespread commercialization. Advanced methods like solvent extraction, supercritical fluid extraction, or membrane filtration are needed to separate polyphenols from natural sources like fruits, vegetables, and herbs. Furthermore, these procedures use a lot of energy and need specialized equipment, which raises operating expenses. Because polyphenols are sensitive to light, heat, and oxygen—factors that make manufacturing and packaging more difficult—studies published in the Journal of Food Engineering emphasize that the stability of these compounds during processing and storage is also a concern.

Opportunity:

Integration to plant-based and clean label products

Polyphenols are naturally in line with clean label trends because they come from foods like fruits, vegetables, herbs, and spices, which appeal to consumers who are concerned about their health and the environment. Plant-based and minimally processed foods are becoming more and more popular, and polyphenols can be used as natural preservatives and functional health enhancers. Moreover, green tea's catechins and grapes' resveratrol, for example, have been demonstrated to prolong food products' shelf lives and stop oxidation. By using them in meat substitutes, dairy substitutes, and organic drinks, manufacturers can create new formulations and gain a competitive advantage in the clean label market.

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Threat:

Intense competition in the market and substitution of ingredients

Alternative bioactive ingredients like vitamins, carotenoids, omega-3 fatty acids, probiotics, and curcumin, in addition to other polyphenol producers, pose a serious threat to the polyphenol market. Consumer awareness of these ingredients is frequently higher, and there is a greater amount of clinical research to back them up. They might also be more cost-effective or have higher bioavailability in some applications. Additionally, antioxidants such as vitamin C and E, for instance, are frequently found in functional foods and cosmetics and may be chosen because of their lower cost and regulatory familiarity.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the polyphenol market. On the one hand, production and distribution were momentarily hindered by labor shortages, supply chain disruptions, and limitations on the transportation of raw materials, especially in areas that depended on agricultural imports such as berries, tea leaves, and grapes. But the crisis also greatly increased consumer interest in products that improve immunity and health, which raised demand for natural antioxidants like polyphenols. Moreover, in order to support immune function and general well-being, many consumers resorted to functional foods, beverages, and supplements enhanced with polyphenols as a result of increased awareness of preventive healthcare.

The flavonoids segment is expected to be the largest during the forecast period

The flavonoids segment is expected to account for the largest market share during the forecast period. These substances are quite accessible to consumers through regular diets because they are found in a wide variety of foods, including fruits, vegetables, tea, wine, and cocoa. Flavonoids' potent anti-inflammatory, cardioprotective, and antioxidant qualities have been the subject of much research, which has led to their high demand in the functional food, cosmetics, and nutraceuticals sectors. The dominance of flavonoids in the global polyphenol market is still being driven by consumers' growing preference for natural and plant-based health ingredients.

The dietary supplements segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the dietary supplements segment is predicted to witness the highest growth rate. The growing demand for natural antioxidants and immune-boosting products, as well as growing consumer awareness of health and wellness, are the main drivers of this growth. Because of their potent antioxidant qualities, polyphenols are frequently included in dietary supplements to help prevent oxidative stress and promote general health. Moreover, this segment is the fastest-growing in the polyphenol market landscape due to the rise in chronic lifestyle diseases and growing trends toward preventive healthcare.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by its sizable population and rising consumer health consciousness. A major factor in this dominance is the growing demand for natural and functional ingredients in food, beverages, and supplements, as well as the rapid urbanization and increase in disposable incomes. Additionally, the existence of important polyphenol-producing nations like China and India, along with the growing dietary supplement and cosmetics sectors, also contributes to the market's expansion. With its emphasis on preventive healthcare and traditional use of plants high in polyphenols, Asia-Pacific is the world's largest market for polyphenols.

Region with highest CAGR:

Over the forecast period, the North American region is anticipated to exhibit the highest CAGR, driven by the expanding uses of polyphenols in dietary supplements and cosmetics, rising consumer preference for natural and organic products, and growing knowledge of the health advantages of these compounds. Market expansion is further accelerated by the existence of well-established health and wellness sectors, cutting-edge research facilities, and robust government support for functional foods and nutraceuticals. Furthermore, the demand for preventive healthcare solutions has increased due to the rise in chronic disease incidences. This has fueled the adoption of polyphenol-based products in North America, which is a rapidly expanding region in this market.

Key players in the market

Some of the key players in Polyphenol Market include Archer Daniels Midland (ADM), Cargill Incorporated, Kemin Industries Inc., Indena S.p.A., Barry Callebaut AG, Naturex

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SA, Chr. Hansen Holdings A/S, Aquanova AG, Diana Foods, International Flavors & Fragrances Inc., Ajinomoto Co., Inc., Penta International Corp, Dohler GmbH , Koninklijke DSM N.V. and Symrise AG.

Key Developments:

In January 2025, Cargill Inc. has reached a $32.5 million settlement in a broad class-action lawsuit over price-fixing in turkey production. The potential settlement comes in a case led by a collection of companies that buy large volumes of turkey products. They filed a lawsuit initially in 2019 against major turkey producers, which also includes a range of companies such as Butterball, Hillshire Brands, Hormel, Kraft Foods, Jennie-O Turkey, Perdue Farms and Prestage Farms.

In June 2024, Kemin Industries has acquired Archangel Inc., a company specializing in antimicrobials for fermentative biofuel production. This acquisition is a significant milestone for Kemin as we continue to expand our presence in the biofuels sector,' said Jason Ackerman, General Manager, Kemin Bio Solutions. 'Archangel's expertise and innovative antibiotic-free technologies complement our existing portfolio, allowing us to provide new and significant offerings to our customers.

In March 2024, Symrise AG announces an agreement to form a joint venture with Virchow Group. The group of pharmaceutical companies based in India will manufacture personal care ingredients from the Symrise portfolio through the joint venture. The new company operates under the name Vizag Care Ingredients Private Limited. It combines Virchow's longstanding presence in the Indian market and expertise in synthetic chemistry based pharmaceutical actives manufacturing with the market-leading portfolio of beauty ingredients of Symrise.

Product Types Covered:

- Apple
- Green Tea
- Grape Seed
- Other Product Types

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Types Covered:

- Flavonoids
- Resveratrol
- Phenolic Acids
- Lignans
- Stilbenes
- Other Types

Forms Covered:

- Liquid
- Powder
- Other Forms

Sources Covered:

- Fruits
- Vegetables
- Cocoa
- Other Sources

Applications Covered:

- Functional Foods

Dietary Supplements

Cosmetics & Toiletries

Animal Feed

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

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 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

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- 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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