

# **Upcycled Ingredients & Waste Valorization Market Forecasts to 2032 – Global Analysis By Product Type (Upcycled, Nutraceutical Extracts, Bio-based Fertilizers, Biofuels, Bioplastics and Pet Food Additives), Source, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Upcycled Ingredients & Waste Valorization Market is accounted for \$352.44 million in 2025 and is expected to reach \$558.57 million by 2032 growing at a CAGR of 6.8% during the forecast period. Upcycled Ingredients & Waste Valorization represents a growing movement focused on turning discarded materials into useful, marketable resources. Instead of allowing food leftovers, crop waste, or industrial by-products to accumulate, businesses are repurposing them into premium ingredients for sectors like personal care, health supplements, sustainable foods, and green materials. With circular economy practices becoming mainstream, companies are reducing waste volumes, improving operational efficiency, and meeting consumer expectations for environmentally responsible products. Techniques such as bioconversion, microbial processing and innovative extraction methods help transform waste streams into valuable inputs. This transition supports long-term ecological balance while enabling industries to operate more sustainably and efficiently.

According to OECD analysis, meeting the UN Sustainable Development Goal (SDG) target of halving food loss and waste (FLW) by 2030 could reduce CO<sub>2</sub> equivalent emissions from the agricultural sector by 4% and lift 137 million people out of hunger.

## **Market Dynamics:**

**Driver:****Growing focus on sustainability & circular economy**

Strengthening global attention on sustainability and circular economic models is propelling the Upcycled Ingredients & Waste Valorization Market. Increasingly, organizations, regulators, and consumers expect industries to adopt resource-conscious processes that reduce waste generation and improve environmental performance. Companies are integrating circular workflows to utilize discarded materials, decrease reliance on virgin resources, and support long-term environmental stewardship. Corporate ESG targets, zero-waste efforts, and demand for eco-certified products further accelerate this transition. Converting waste into high-value ingredients helps firms lower operational burdens, improve brand credibility, and meet compliance standards. As circularity becomes a strategic priority, it drives widespread market expansion and innovation.

**Restraint:****Limited awareness & consumer misconceptions**

One of the key challenges for the Upcycled Ingredients & Waste Valorization Market is the general lack of understanding among consumers about the quality and safety of upcycled products. Many people still believe that waste-derived ingredients are less effective or potentially unsafe, which reduces acceptance in sectors like food, beauty, and wellness. Companies face difficulties educating customers about the environmental and functional advantages of these ingredients because of persistent misinformation and limited outreach. This misconception affects demand stability and prevents producers from scaling operations confidently. Unless clear labeling, stronger communication, and awareness-building efforts increase, consumer skepticism will continue to slow market growth.

**Opportunity:****Expansion of sustainable food, beverage & nutraceutical applications**

Growing opportunities in sustainable foods, drinks, and nutraceuticals are significantly boosting demand for upcycled ingredients. Consumers increasingly prefer nutrient-dense, clean-label, and environmentally responsible products, encouraging companies

to incorporate waste-derived materials into new formulations. Upcycled sources like fruit skins, grain residues, coffee by-products, and vegetable scraps provide concentrated fibers, antioxidants, proteins, and other functional compounds. These benefits allow brands to develop unique health snacks, enriched beverages, dietary supplements, and fortified foods. With sustainability shaping purchasing decisions, manufacturers can leverage upcycled inputs to enhance product appeal, strengthen brand positioning, and enter high-value markets focused on green, ethical, and health-oriented innovations.

Threat:

Competition from low-cost conventional ingredients

One of the major threats confronting the Upcycled Ingredients & Waste Valorization Market is the dominance of inexpensive conventional ingredients that continue to outperform upcycled alternatives in affordability and consistency. Many manufacturers choose traditional raw materials because they benefit from mature supply chains, reliable quality standards, and low procurement costs. Upcycled ingredients, however, often come with higher production expenses and fluctuating availability, making them less appealing for large-scale use. These economic disadvantages hinder their competitiveness, particularly in cost-sensitive sectors like food manufacturing and cosmetics. As long as mainstream ingredients remain cheaper and more predictable, the adoption of upcycled inputs is likely to remain restricted.

Covid-19 Impact:

COVID-19 had a mixed impact on the Upcycled Ingredients & Waste Valorization Market, causing short-term challenges but supporting long-term growth. Lockdowns, workforce limitations, and disruptions in food and industrial processing reduced the consistent flow of waste materials needed for upcycling, temporarily affecting production capacity. At the same time, the pandemic increased public awareness of sustainability, responsible consumption, and supply chain resilience. Rising prices for traditional raw materials pushed companies to explore waste-based alternatives. Businesses also prioritized circular economy models to reduce dependence on volatile supply chains. Overall, despite early setbacks, COVID-19 strengthened the market's momentum and expanded interest in upcycled solutions.

The fruit & vegetable waste segment is expected to be the largest during the forecast period

The fruit & vegetable waste segment is expected to account for the largest market share during the forecast period. Wastage from fruits and vegetables—including peels, pulp, and seeds—is produced in enormous quantities and contains valuable nutrients like fiber, antioxidants, and phytochemicals, making it highly attractive for repurposing. These by-products are easily incorporated into clean-label food, cosmetic, and nutraceutical products. Because they align so well with sustainability and circular economy principles, they are widely adopted. Multiple market research analyses highlight fruit and vegetable waste as the most significant contributor to upcycled raw-material supply.

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

Over the forecast period, the nutraceuticals & dietary supplements segment is predicted to witness the highest growth rate. This surge is fueled by growing consumer interest in natural, health-boosting nutrition like fibers, antioxidants, and plant-based actives sourced from food waste. Brands are turning to upcycled by-products—including fruit skins, spent cereal grains, and vegetable scraps—for their functional benefits and clean-label credentials. As more people prioritize wellness and environmental responsibility, upcycled supplement ingredients stand out as both nutritionally powerful and sustainably sourced, making this the most promising and rapidly expanding application segment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. The region's advantage arises from a robust food-processing network, heightened consumer interest in eco-friendly and health-conscious products, and government policies that back circular-economy growth. In the U.S., innovation is rampant with numerous startups, large corporations, and certification programs pushing upcycled ingredient development. Canada also supports this wave by enforcing waste-diversion regulations, further boosting adoption. Together, these factors help North America maintain its lead in both production and demand for upcycled materials, positioning it as the most influential region in this market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Urbanization, rising incomes, and increasing environmental awareness in countries such as China, India, and Japan are fueling demand for circular-economy

solutions. Local governments and corporations are allocating resources toward valorizing food and agricultural waste, while the region's high volume of by-products provides plentiful feedstock. With enhanced infrastructure, favorable sustainability regulations, and growing investment in bioprocessing techniques, Asia-Pacific is emerging as the fastest-expanding market for upcycled ingredient innovation.

### Key players in the market

Some of the key players in Upcycled Ingredients & Waste Valorization Market include Upcycled Foods, Inc., AgriFiber Solutions, LLC, Outcast Foods, Planetarians, NETZRO, KAFFE BUENO, SunOpta, American River Ag, Clariant, Bake Me Healthy, ?IO, UpCircle, Givaudan, Renewal Mill and Barnana.

### Key Developments:

In November 2025, Clariant announced that it has signed a 10-year agreement with SECCO Petrochemicals to provide CLARITY Prime digital services. The new customer will use the AI-powered catalyst performance monitoring platform to enhance production efficiency at its 900-KTA ethylene plant in Shanghai, Jinshan District.

In June 2023, Renewal Mill has closed the first part of its Series A funding round, led by Beyond Impact Advisors with participation by ICA Fund. Renewal Mill transforms the leftover pulp from the production of soy, oat or almond milk into "climate-friendly" flours, baking mixes and cookies.

In October 2022, Upcycled Foods, Inc. has introduced five new commercial ingredient solutions. Designed to be formulated into foods and beverages to add flavor, improve texture, and naturally fortify nutrition, each ingredient offers an easy solution to drive upcycled food innovation.

### Product Types Covered:

Upcycled

Nutraceutical Extracts

Bio-based Fertilizers

Biofuels

Bioplastics

Pet Food Additives

Sources Covered:

Fruit & Vegetable Waste

Grain & Cereal Byproducts

Dairy Waste

Meat & Bone Meal (MBM)

Poultry Byproducts

Fish Processing Waste

Bakery & Confectionery Waste

Brewery & Distillery Waste

Agricultural Residues

Industrial Food Processing Waste

Applications Covered:

Human Food & Beverage Formulations

Cosmetic & Personal Care Products

Nutraceuticals & Dietary Supplements

Livestock Feed Formulations

Pet Nutrition Products

Renewable Energy

Soil Enhancement

Sustainable Packaging Materials

End Users Covered:

Food & Beverage Manufacturers

Cosmetic & Personal Care Brands

Nutraceutical Companies

Livestock Feed Producers

Pet Food Manufacturers

Bioenergy Companies

Fertilizer Distributors

Agricultural Cooperatives

Circular Economy Solution Providers

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)
- 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

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

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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