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Ursolic Acid Market Forecasts to 2032 – Global Analysis By Product Type (25% Ursolic Acid, 50% Ursolic Acid, 90% Ursolic Acid, 98% Ursolic Acid and Other Product Types), Extraction (Solvent Extraction, Supercritical Fluid Extraction and Solid Phase Extraction), Purity Level, Form, Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Ursolic Acid Market is accounted for $376.43 million in 2025 and is expected to reach $600.51 million by 2032 growing at a CAGR of 6.9% during the forecast period. Ursolic acid is a naturally occurring compound found in the waxy coatings of various fruits, herbs, and plants, such as apples, rosemary, thyme, and basil. It is well-known for its diverse range of biological activities and is a member of the triterpene class. Because of its potential health benefits, such as its anti-inflammatory, antioxidant, anti-cancer, and antimicrobial qualities, ursolic acid has gained attention. It is also being investigated for its potential to support cardiovascular health, decrease fat accumulation, and encourage muscle growth. Moreover, these characteristics have led to ursolic acid's growing use in pharmaceutical, cosmetic, and dietary supplement formulations.

According to a comprehensive meta-analysis published in Frontiers in Pharmacology, ursolic acid (UA) significantly reduces pro-inflammatory cytokines such as IL-1?, IL-6, and TNF-?, while enhancing antioxidant enzymes like SOD and GSH. These findings suggest UA's potential in managing conditions associated with chronic inflammation and oxidative stress.

Market Dynamics:

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Driver:

Growing interest in plant-based and natural ingredients

The market for ursolic acid is largely driven by the worldwide trend toward natural, plant-based, and sustainable ingredients. Customers are increasingly choosing botanical substitutes for synthetic chemicals in food, cosmetics, and supplement products, especially in developed nations. This requirement is perfectly met by ursolic acid, a naturally occurring triterpenoid that can be found in apple peels, rosemary, thyme, holy basil, and other herbs. Additionally, growing concerns about the sustainability of the environment and the long-term health effects of synthetic ingredients are also contributing to the trend toward a preference for naturally sourced compounds.

Restraint:

Insufficient solubility and low bioavailability

A major drawback of ursolic acid is that it has a low bioavailability when taken orally. Although ursolic acid has promising pharmacological qualities, it has limited absorption in the gastrointestinal tract and is poorly soluble in water. As a result, only a small portion of the active compound enters the systemic circulation, rendering it much less effective in clinical or therapeutic applications. Furthermore, new delivery methods such as liposomes, nanoparticles, and solid dispersions are being looked at to solve these issues; however, they also increase production costs and complexity, making it harder to sell these products.

Opportunity:

Recent developments in muscle health and sports nutrition

Due to its demonstrated capacity to promote muscle growth and decrease fat mass, ursolic acid has a significant opportunity as sports nutrition and active lifestyle products gain popularity. Urosolic acid is appealing to athletes, fitness enthusiasts, and older populations looking to preserve muscle mass because studies have demonstrated that it increases IGF-1 signaling and inhibits muscle atrophy pathways. Customers who do high-intensity exercises or resistance training might also find it appealing. Moreover, ursolic acid can be positioned by manufacturers as a new plant-based performance-enhancing ingredient as the global sports nutrition market grows, especially in the U.S.,

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Europe, and Asia-Pacific.

Threat:

Strong competition from other natural substances

Strong competition from other well-known natural bioactive ingredients, like resveratrol, curcumin, quercetin, and green tea catechins, is one of the biggest risks facing the ursolic acid market. In the pharmaceutical, nutraceutical, and cosmetic industries, these substances already enjoy strong consumer trust, strong brand awareness, and solid scientific support. Compared to ursolic acid, many of them also have higher regulatory acceptance and superior bioavailability. Furthermore, product developers frequently give these alternatives top priority when it comes to formulation inclusion. Ursolic acid's market share is diminished by this fiercely competitive environment unless it can show notable and distinctive benefits in terms of efficacy, safety, or delivery systems.

Covid-19 Impact:

The COVID-19 pandemic affected the ursolic acid market in a variety of ways. At first, production and distribution were delayed, especially for small and medium-sized manufacturers, due to labour shortages, supply chain disruptions, and restrictions on the harvesting of raw materials. However, there was a noticeable increase in consumer interest in natural immunity enhancers and health-boosting supplements as the pandemic spread, which encouraged the development of ursolic acid-based products. Due to its possible anti-inflammatory, antiviral, and muscle-preserving qualities, it gained popularity in the context of COVID-19 recovery and wellness regimens, which raised demand in the functional food and nutraceutical industries.

The solvent extraction segment is expected to be the largest during the forecast period

The solvent extraction segment is expected to account for the largest market share during the forecast period. The simplicity, affordability, and scalability of this approach make it popular for industrial applications. Ursolic acid can be efficiently extracted from natural sources such as apple peels, rosemary, and basil by employing organic solvents like ethanol or methanol. High extraction yields and efficiency are made possible by it, which makes it appropriate for commercial production in the pharmaceutical, cosmetic, and nutraceutical sectors. Moreover, solvent extraction continues to dominate despite growing interest in greener technologies due to its well-established protocols, affordable equipment, and suitability for large-volume processing, particularly in developing nations

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and mid-sized manufacturing facilities.

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

Over the forecast period, the nutraceuticals segment is predicted to witness the highest growth rate. The rising demand from consumers for natural, plant-based supplements that promote muscle health, weight management, and immunity is what is fueling this expansion. Ursolic acid is a common component of functional foods, capsules, and dietary supplements due to its strong anti-inflammatory and antioxidant qualities. This need has increased even more as a result of the post-COVID-19 wellness movement, particularly among older and fitness-conscious populations. Additionally, nutraceutical companies are adding ursolic acid to multi-ingredient formulas as preventive healthcare gains popularity worldwide, spurring innovation and market growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by its widespread application in conventional medicine, rising interest in natural health supplements, and the growth of the cosmetics and pharmaceutical industries. Because of their plentiful supply of plants high in ursolic acid and their robust government support for the development of herbal products, nations like China, India, and Japan are at the forefront. Market expansion is also fueled by consumers' growing preference for natural and organic ingredients in skincare products and dietary supplements. Furthermore, the region's dominance in the global ursolic acid market is further supported by its growing health-conscious population and rising disposable income.

Region with highest CAGR:

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR. The main factor driving this growth is the development of extraction technologies that improve the ursolic acid production process's scalability and cost-effectiveness. For research purposes, especially in examining its possible anti-cancer properties, this compound is now more easily accessible. Europe's pharmaceutical sector is actively researching the therapeutic uses of ursolic acid, which is helping the region's market grow quickly. Moreover, Europe is therefore anticipated to lead the market growth rate over the course of the forecast period.

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Key players in the market

Some of the key players in Ursolic Acid Market include Hunan NutraMax Inc., Cayman Chemical Company, Inc., Acetar Bio-Tech Inc, Merck KGaA, Sabinsa Corporation, Geneham Pharmaceutical Inc, TCI Chemicals Pvt. Ltd., Changsha Staherb Natural Ingredients, Shaanxi Jintai Biological Engineering Inc and Changsha E.K HERB.

Key Developments:

In April 2025, Merck KGaA and SpringWorks Therapeutics Inc have entered into a definitive agreement for Merck KGaA, Darmstadt, Germany, to acquire SpringWorks. The agreed acquisition of SpringWorks is a major step in our active portfolio strategy to position our company as a globally diversified, innovation and technology powerhouse.

In October 2024, Sabinsa Corporation and Postbiotics, Inc announced a multinational distribution agreement for the dietary supplement and functional food ingredient PoZibio® for age-related digestive health conditions including Leaky Gut Syndrome (LGS).

Product Types Covered:

- 25% Ursolic Acid
- 50% Ursolic Acid
- 90% Ursolic Acid
- 98% Ursolic Acid
- Other Product Types

Extractions Covered:

- Solvent Extraction
- Supercritical Fluid Extraction
- Solid Phase Extraction

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Purity Levels Covered:

- Below 95%
- 95% to 99%
- 99% and Above

Forms Covered:

- Powder
- Liquid Extract
- Capsules and Tablets

Applications Covered:

- Pharmaceuticals
- Cosmetics and Personal Care
- Nutraceuticals
- Food and Beverages
- Other Applications

Regions Covered:

- North America
  - US

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- 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

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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)

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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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