

# **Vegetable Extract Market Forecasts to 2030 – Global Analysis By Product Type (Natural, Concentrated, Powdered, Liquid, Essential Oils and Other Product Types), Source, Form, Extraction Method, Functionality, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Vegetable Extract Market is accounted for \$2.3 billion in 2024 and is expected to reach \$4.1 billion by 2030 growing at a CAGR of 10.2% during the forecast period. A vegetable extract is a concentrated form of natural substances derived from plants, typically through processes like boiling, steaming, or solvent extraction. These extracts retain the active compounds, nutrients, and flavors of the original vegetables, often used in food, beverages, cosmetics, and medicinal products. They can offer benefits such as enhancing taste, providing vitamins, antioxidants, and promoting health. Common examples include tomato extract, spinach extract, and carrot extract, each known for their unique properties and nutritional value.

According to a publication by MDPI, Squeeze pouch foods first appeared on the commercial infant and toddler food segment in 2008, and they accounted for a quarter of all baby food sales in the U.S. in 2015.

Market Dynamics:

Driver:

Growing demand for natural and organic products

The growing demand for natural and organic products is significantly driving the market. Consumers are increasingly seeking plant-based, chemical-free options due to

concerns about health, sustainability, and environmental impact. This shift is fueling the popularity of vegetable extracts in food, beverages, cosmetics, and pharmaceuticals, as they offer natural, nutrient-rich alternatives. The trend toward organic and clean-label products is expected to continue boosting market growth in the coming years.

#### Restraint:

##### Seasonality of raw material availability

The seasonality of raw material availability poses a significant challenge in the market. Fluctuations in harvest periods and weather conditions can lead to inconsistent supply, affecting production schedules and prices. This unpredictability may result in supply shortages or increased costs, impacting manufacturers' ability to meet demand. Additionally, limited availability of certain vegetables during off-seasons can hinder the production of specific extracts, disrupting the market and leading to potential product shortages.

#### Opportunity:

##### Rising disposable incomes and changing lifestyles

Rising disposable incomes and changing lifestyles are fueling the growth of the market. As consumers gain more purchasing power, they are increasingly opting for premium, health-conscious products, including natural vegetable extracts. Busy modern lifestyles also drive demand for convenient, ready-to-use extracts in food and beverages. This shift towards healthier, more convenient options is propelling market expansion, with individuals prioritizing wellness and quality in their purchasing decisions.

#### Threat:

##### Lack of standardization in quality and purity

The lack of standardization in quality and purity within the market can undermine consumer trust and product consistency. Variations in extraction methods, raw material quality, and processing techniques may result in extracts with differing potency, purity, and effectiveness. This inconsistency can lead to subpar products, potential health risks, and regulatory challenges. Without clear standards, it becomes difficult for consumers to ensure the safety and efficacy of vegetable extracts.

### Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the market. While there was an increased demand for health-related products, including natural extracts for immunity support, supply chain disruptions and raw material shortages hindered production. Lockdowns and labor shortages also delayed manufacturing and distribution. Despite these challenges, the shift towards health-conscious consumer behavior and growing interest in natural ingredients helped sustain the long-term growth potential of the market.

The root-based segment is expected to be the largest during the forecast period

The root-based segment is expected to account for the largest market share during the forecast period due to their rich nutritional profile and health benefits. Extracts from roots like ginger, turmeric, and ginseng are known for their antioxidant, anti-inflammatory, and immune-boosting properties. These extracts are widely used in dietary supplements, food, and beverages, as well as in skincare products. Their natural healing attributes and versatility contribute to their growing demand among health-conscious consumers.

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

Over the forecast period, the flavoring agents segment is predicted to witness the highest growth rate. These natural extracts, such as tomato, onion, and garlic, offer rich, authentic flavors without artificial additives. As consumers increasingly seek clean-label products, the demand for vegetable-based flavoring agents is rising. They provide healthier alternatives to synthetic flavorings, meeting consumer preferences for natural, nutritious, and preservative-free options in various culinary applications.

### Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share driven by the increasing demand for natural and organic ingredients in food, beverages, and personal care products. Consumer preferences for health-conscious, clean-label options are propelling the market forward. Additionally, the rising awareness of the benefits of plant-based and functional ingredients is fostering innovation. Key players in the region are focusing on sustainability and quality to meet

these evolving consumer demands.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. The rise in vegetarian, vegan, and flexitarian diets across the region is boosting the demand for vegetable-based products and extracts. Additionally, with growing awareness of the potential side effects of synthetic additives, there is a shift toward clean label products that feature natural ingredients, including vegetable extracts. This trend is particularly prominent in food and beverage industries.

Key players in the market

Some of the key players in Vegetable Extract market include Cargill, Incorporated, Archer Daniels Midland Company (ADM), Kerry Group, Bionap S.R.L., Symrise AG, DSM Nutritional Products, Sensient Technologies Corporation, Ingredion Incorporated, Tate & Lyle, Indena S.p.A., Novozymes A/S, Botanic Healthcare, The Green Labs LLC, Stepan Company and BASF SE.

Key Developments:

In November 2024, Kerry has entered into an agreement with Kerry Co-Operative Creameries Limited to sell its dairy business to the co-op, for an expected total of 500 million Euros.

In October 2024, Dsm-Firmenich, innovators in nutrition, health and beauty, today announces the completion of the sale of its yeast extract business to Lesaffre, a global player in fermentation and microorganisms.

Product Types Covered:

Natural

Concentrated

Powdered

Liquid

Essential Oils

Other Product Types

Sources Covered:

Leaf-Based

Root-Based

Fruit-Based

Forms Covered:

Fresh

Frozen

Dried

Juice

Capsules

Extraction Methods Covered:

Solvent

Cold Press

Steam Distillation

Ultrasonic

Fermentation

**Functionalities Covered:**

Flavoring Agents

Colorants

Preservatives

Functional Ingredients

Texturizing Agents

**Applications Covered:**

Food &amp; Beverages

Pharmaceuticals

Cosmetics &amp; Personal Care

Animal Feed

Dietary Supplements

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 2022, 2023, 2024, 2026, and 2030
- 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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