

Zeaxanthin Market Forecasts to 2030 – Global Analysis By Source (Natural and Synthetic), Form (Powder, Oil Suspension and Emulsion), Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Zeaxanthin Market is growing at a CAGR of 9.2% during the forecast period. Zeaxanthin is a carotenoid, a class of naturally occurring pigments found in various fruits and vegetables, particularly in dark leafy greens and corn. As an antioxidant, it plays a crucial role in protecting eye health by filtering harmful blue light and protecting the retina from oxidative damage. It is concentrated in the macula of the eye, where it helps to reduce the risk of age-related macular degeneration (AMD) and cataracts. Additionally, it supports overall eye function and contributes to visual clarity by enhancing contrast sensitivity and reducing glare.

Market Dynamics:

Driver:

Growing awareness of eye health

The growing awareness of eye health is driving the demand for in the market. As consumers become more conscious of the importance of maintaining healthy vision, especially with increasing screen time and aging populations, Zeaxanthin's benefits in protecting against age-related macular degeneration (AMD) and blue light damage are gaining recognition. This has led to an increased use of Zeaxanthin in supplements, functional foods, and skincare products, further expanding its market presence globally.

Restraint:

Consumer awareness and education

While consumer awareness and education have generally benefited the market, they can also have some negative effects. Increased knowledge may lead to overly cautious consumers who might avoid products due to misinformation or exaggerated concerns about side effects, especially with conflicting health claims. Furthermore, as consumers become more informed, they may demand higher-quality, more expensive formulations, raising production costs for manufacturers. This shift could potentially limit accessibility for price-sensitive buyers, affecting overall market growth.

Opportunity:

Rising demand for natural ingredients

The rising demand for natural ingredients is significantly influencing the market. Consumers are increasingly prioritizing natural and plant-based products due to growing concerns over synthetic additives and their potential side effects. Zeaxanthin, derived from marigold flowers and other natural sources, is becoming a preferred choice in supplements and food products for its natural origin and eye health benefits. This trend is driving market growth as more brands focus on offering clean-label, plant-based solutions to cater to health-conscious consumers.

Threat:

High production costs

High production costs in the market can lead to several negative effects. Increased expenses for sourcing raw materials, manufacturing, and quality control may result in higher prices for consumers, limiting accessibility, particularly for budget-conscious buyers. These elevated costs can also strain smaller companies that struggle to compete with larger manufacturers, potentially reducing market competition. Moreover, the increased pricing might deter new consumers from incorporating Zeaxanthin into their diets, slowing overall market expansion.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the market. On one hand, the increased focus on health and immunity boosted demand for dietary supplements,

including Zeaxanthin, as consumers sought products to support eye health and overall well-being. On the other hand, disruptions in supply chains and manufacturing processes led to production delays and shortages. Additionally, economic uncertainty caused by the pandemic made some consumers more cautious about spending, affecting sales in certain segments of the market.

The natural segment is expected to be the largest market share during the forecast period

The natural segment is expected to account for the largest market share during the forecast period. Zeaxanthin, primarily sourced from marigold flowers, is valued for its purity and effectiveness in promoting eye health. This shift toward natural products aligns with broader consumer trends favoring clean-label, non-synthetic ingredients. As health-conscious consumers become more informed, natural Zeaxanthin options are gaining traction, driving growth in the market for plant-derived eye health solutions.

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

Over the forecast period, the pharmaceuticals segment is predicted to witness the highest growth rate. Pharmaceuticals are increasingly incorporating Zeaxanthin into supplements and medications aimed at protecting vision and improving retinal health. With rising awareness about eye care, pharmaceutical companies are focusing on developing innovative, Zeaxanthin-based products to meet the demand for effective treatments. This trend is driving the market's expansion within the healthcare industry.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. As people spend more time on digital devices, demand for eye health supplements containing Zeaxanthin has surged. Additionally, the region's growing preference for natural and plant-based ingredients further boosts market expansion. North American manufacturers are capitalizing on these trends, introducing innovative products that promote eye protection and overall well-being.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by increasing health consciousness, rising disposable incomes. There is a

growing consumer preference for natural and health-oriented products, leading to increased demand for zeaxanthin-enriched items. Furthermore, regulatory frameworks in the Asia Pacific region are evolving to accommodate the inclusion of zeaxanthin in various products, ensuring safety and efficacy.

Key players in the market

Some of the key players in Zeaxanthin market include BASF, DSM Nutritional Products, Lonza Group, Kemin Industries, FMC Corporation, BetaChem, Inc., Alga Technologies Ltd., Abbott Laboratories, EFKO Group, Sabinsa Corporation, Fenchem Biotek Ltd., Pharma Base S.A., LycoRed Ltd., Hansen Holding A/S and Cardax, Inc.

Key Developments:

In May 2024, Kemin, a global ingredient supplier, launched Macu-LZ™ Lutein & Zeaxanthin Isomers for comprehensive nutraceutical solutions. The newly launched product is available in oil suspensions and beadlets forms.

In May 2024, FMC Corporation announced a research agreement with AgroSpheres, a biotechnology company pioneering breakthroughs in sustainable crop protection and crop health. The agreement will accelerate the discovery and development of novel bioinsecticides, which is a key part of FMC's long-range strategic plan.

Sources Covered:

Natural

Synthetic

Forms Covered:

Powder

Oil Suspension

Emulsion

Distribution Channels Covered:

Online Retail

Offline Retail

Direct Sales

Applications Covered:

Functional Foods

Eye Health Supplements

Anti-Aging Products

Poultry and Livestock Feed

Health and Wellness Products

Other Applications

End Users Covered:

Food & Beverages

Dietary Supplements

Cosmetics & Personal Care

Animal Feed

Pharmaceuticals

Nutraceuticals

Other End Users

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL ZEAXANTHIN MARKET, BY SOURCE

- 5.1 Introduction
- 5.2 Natural
- 5.3 Synthetic

6 GLOBAL ZEAXANTHIN MARKET, BY FORM

- 6.1 Introduction
- 6.2 Powder
- 6.3 Oil Suspension
- 6.4 Emulsion

7 GLOBAL ZEAXANTHIN MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Online Retail
- 7.3 Offline Retail
- 7.4 Direct Sales

8 GLOBAL ZEAXANTHIN MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Functional Foods
- 8.3 Eye Health Supplements
- 8.4 Anti-Aging Products
- 8.5 Poultry and Livestock Feed
- 8.6 Health and Wellness Products
- 8.7 Other Applications

9 GLOBAL ZEAXANTHIN MARKET, BY END USER

- 9.1 Introduction
- 9.2 Food & Beverages
- 9.3 Dietary Supplements
- 9.4 Cosmetics & Personal Care
- 9.5 Animal Feed
- 9.6 Pharmaceuticals
- 9.7 Nutraceuticals

9.9 Other End Users

10 GLOBAL ZEAXANTHIN MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 BASF
- 12.2 DSM Nutritional Products
- 12.3 Lonza Group
- 12.4 Kemin Industries
- 12.5 FMC Corporation
- 12.6 BetaChem, Inc.
- 12.7 Alga Technologies Ltd.
- 12.8 Abbott Laboratories
- 12.9 EFKO Group
- 12.10 Sabinsa Corporation
- 12.11 Fenchem Biotek Ltd.
- 12.12 Pharma Base S.A.
- 12.13 LycoRed Ltd.
- 12.14 Hansen Holding A/S
- 12.15 Cardax, Inc.

List Of Tables

LIST OF TABLES

- Table 1 Global Zeaxanthin Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global Zeaxanthin Market Outlook, By Source (2022-2030) (\$MN)
- Table 3 Global Zeaxanthin Market Outlook, By Natural (2022-2030) (\$MN)
- Table 4 Global Zeaxanthin Market Outlook, By Synthetic (2022-2030) (\$MN)
- Table 5 Global Zeaxanthin Market Outlook, By Form (2022-2030) (\$MN)
- Table 6 Global Zeaxanthin Market Outlook, By Powder (2022-2030) (\$MN)
- Table 7 Global Zeaxanthin Market Outlook, By Oil Suspension (2022-2030) (\$MN)
- Table 8 Global Zeaxanthin Market Outlook, By Emulsion (2022-2030) (\$MN)
- Table 9 Global Zeaxanthin Market Outlook, By Distribution Channel (2022-2030) (\$MN)
- Table 10 Global Zeaxanthin Market Outlook, By Online Retail (2022-2030) (\$MN)
- Table 11 Global Zeaxanthin Market Outlook, By Offline Retail (2022-2030) (\$MN)
- Table 12 Global Zeaxanthin Market Outlook, By Direct Sales (2022-2030) (\$MN)
- Table 13 Global Zeaxanthin Market Outlook, By Application (2022-2030) (\$MN)
- Table 14 Global Zeaxanthin Market Outlook, By Functional Foods (2022-2030) (\$MN)
- Table 15 Global Zeaxanthin Market Outlook, By Eye Health Supplements (2022-2030) (\$MN)
- Table 16 Global Zeaxanthin Market Outlook, By Anti-Aging Products (2022-2030) (\$MN)
- Table 17 Global Zeaxanthin Market Outlook, By Poultry and Livestock Feed (2022-2030) (\$MN)
- Table 18 Global Zeaxanthin Market Outlook, By Health and Wellness Products (2022-2030) (\$MN)
- Table 19 Global Zeaxanthin Market Outlook, By Other Applications (2022-2030) (\$MN)
- Table 20 Global Zeaxanthin Market Outlook, By End User (2022-2030) (\$MN)
- Table 21 Global Zeaxanthin Market Outlook, By Food & Beverages (2022-2030) (\$MN)
- Table 22 Global Zeaxanthin Market Outlook, By Dietary Supplements (2022-2030) (\$MN)
- Table 23 Global Zeaxanthin Market Outlook, By Cosmetics & Personal Care (2022-2030) (\$MN)
- Table 24 Global Zeaxanthin Market Outlook, By Animal Feed (2022-2030) (\$MN)
- Table 25 Global Zeaxanthin Market Outlook, By Pharmaceuticals (2022-2030) (\$MN)
- Table 26 Global Zeaxanthin Market Outlook, By Nutraceuticals (2022-2030) (\$MN)
- Table 27 Global Zeaxanthin Market Outlook, By Other End Users (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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