

Guarana Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Form (Powder, Liquid), By Application (Confectionary Products, Fruit-juice based Drinks, Energy Drinks, Dietary Supplements, Cosmetics, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Guarana Market is projected to expand significantly, rising from USD 7.75 Billion in 2025 to USD 11.52 Billion by 2031, reflecting a compound annual growth rate of 6.83%. Native to the Amazon basin, the climbing plant *Paullinia cupana* is commercially prized for seeds that offer high caffeine levels and unique bioactive compounds. Market growth is largely underpinned by the rising global appetite for natural energy solutions and functional beverages, with consumers showing a strong preference for plant-based alternatives over synthetic stimulants. Additionally, the pharmaceutical and cosmetic industries are increasingly incorporating guarana extract for its antioxidant benefits, fostering strong industrial demand beyond the conventional soft drink sector.

Despite this growth, the market faces a substantial hurdle regarding supply chain stability due to climatic volatility in key cultivation areas. Unpredictable weather events, such as irregular rainfall and fluctuating temperatures, often compromise harvest yields and create availability issues for international buyers. Data from the Brazilian Institute of Geography and Statistics (IBGE) indicates that total national guarana production amounted to 2,663 tons in 2024. This limited output underscores the sector's susceptibility to environmental factors, which restricts scalability and contributes to price instability within the market.

Market Driver

The primary engine for the Global Guarana Market is the escalating demand for energy drinks and functional beverages, which is reshaping procurement strategies throughout the industry. As consumer preferences shift away from synthetic caffeine toward botanical sources of sustained energy, manufacturers are actively reformulating products to include guarana seed extract. This momentum is highlighted by the financial success of functional health brands; for instance, Celsius Holdings, Inc. reported in its November 2025 'Quarterly Report on Form 10-Q' that revenue for the twelve months ending September 30, 2025, hit \$2.13 billion. This growth, largely fueled by fitness-oriented beverages containing guarana, emphasizes the ingredient's evolution from a niche item to a critical industrial component in the premium energy sector.

Simultaneously, the market is driven by a strong movement toward natural caffeine alternatives, broadening the ingredient's global reach. This "clean label" trend has encouraged regulators and trade partners to open new pathways for guarana-based materials, confirming its status as a preferred natural stimulant. A notable development reported by Forbes Brasil in July 2025 reveals that the Brazilian government successfully concluded sanitary negotiations to export guarana powder to Malaysia, establishing a vital new trade route. To satisfy this increasing international demand, cultivation is being ramped up; Click Petr?leo e G?s noted in a November 2025 report that production in Amazonas is expected to reach between 700 and 800 tons in 2025, signaling a strategic effort to bolster supply amid rising consumption.

Market Challenge

A critical obstacle to the Global Guarana Market's expansion is the supply chain's vulnerability to climatic instability in major growing regions. Primarily cultivated in the Brazilian Amazon and Bahia, the guarana plant is extremely responsive to environmental stressors like extended droughts and erratic rainfall. These unfavorable weather patterns directly harm plant health and fruit maturation, resulting in unpredictable harvest volumes that frequently struggle to satisfy the mounting industrial demands of the pharmaceutical and beverage industries.

Such environmental fragility triggers severe volatility in raw material availability and pricing structures. When weather conditions limit yields, the resulting scarcity forces procurement costs upward for global manufacturers, squeezing profit margins and interrupting production timelines. According to the National Supply Company (Conab), the average price paid to producers for high-quality guarana in Bahia reached R\$ 50.00

per kilogram in August 2023, marking a 40.7% jump compared to the same period the prior year. This sharp price instability imposes significant financial risks on buyers, hindering the ability to secure long-term contracts or scale guarana-based product lines, which ultimately impedes broader market growth.

Market Trends

A significant transformation in procurement is underway as the industry shifts toward certified organic and sustainably sourced guarana supply chains, driven by corporate dedication to agricultural resilience. Industrial buyers are increasingly funding regenerative farming practices to guarantee high-quality raw materials while reducing environmental risks, often establishing private nurseries to ensure ethical production. For example, Exame reported in September 2025 that Ambev is expanding its nursery in Mau?s to produce over 100,000 seedlings by 2026 for donation to the local community. These initiatives help stabilize the supply base and support the premiumization of products that market their environmental stewardship.

The utilization of guarana extract is also expanding into the cosmetic sector, particularly in anti-aging and firming formulations, diversifying the ingredient's value beyond beverages. Brands are incorporating guarana to leverage its antioxidant properties for improving skin elasticity, a segment that is experiencing strong market success. Validating this demand for biodiversity-based personal care, Direct Selling News reported in March 2025 that the Natura brand in Brazil saw a 21.1% year-over-year revenue increase in the fourth quarter of 2024, attributed largely to its Amazonian bio-active portfolio. This growth highlights the profitable opportunities available to suppliers within the premium skincare market.

Key Market Players

Vitaspice Brasil Ltda

Prover Brasil for Export Ltda

Herboflora Produtos Naturais Ltda

Ambey Ltd

Duas Rodas Industrial Ltda

A R De Sousa Ribeiro & Cia Ltda

Natural Amazon Herbs Producao De Extratos Ltda

Iris Trade Inc.

The Green Labs LLC

The Guarana Company

Report Scope

In this report, the Global Guarana Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Guarana Market, By Product Form

Powder

Liquid

Guarana Market, By Application

Confectionary Products

Fruit-juice based Drinks

Energy Drinks

Dietary Supplements

Cosmetics

Others

Guarana Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Guarana Market.

Available Customizations:

Global Guarana Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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