

# **Blueberry Extract Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Form (Liquid, Powder, Dried), By Application (Food & Beverages, Cosmetic, and Others (Nutraceutical/Dietary Supplements)), By Distribution Channel (Direct Sales, Indirect Sales), By Region, Competition**

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## **Abstracts**

The global blueberry extract market is expected to be driven during the forecast period, 2023-2028, owing to rising consumer preferences for extracts that are nutritious, which can help in improving health well-being. In addition to that, the growing demand for food such as dried blueberries, flavoring syrups, etc. which are manufactured from real fruits is anticipated to drive global blueberry extract market during the forecast period.

### **Global Blueberry Extract Market Scope**

Blueberry extract is a natural substance sold in powder, juice, or dried form and is created by concentrating blueberry juice. Blueberry extract contains chlorogenic acid, which has numerous health benefits, including the prevention of weight gain. It is used in a variety of industries, including food and beverage, cosmetics, and many others. Because it has a wide source of minerals and antioxidants, and includes anthocyanins and the flavonoid quercetin, two important plant chemicals.

### **Global Blueberry Extract Market Overview**

The use of blueberries in the food and beverage industries is helping the market for blueberry extract. Owing to their high antioxidant concentration, blueberries naturally

offer nutritious qualities. Similar to this, blueberry extract is widely used in cosmetics owing to its natural antioxidant and pro-retinol properties, which work on a cellular level to balance skin and improve texture and appearance. The nutrient-rich composition of blueberry extract feeds skin what it requires to absorb moisture and aid in the fight against dryness, dullness, and enlarged pores. Moreover, the usage of blueberry extract in the nutraceutical business is fueled by its several advantages, including its ability to alleviate diarrhea, strengthen blood vessels, and improve circulation.

Antioxidants can aid in defending the cells against serious harm from the free radicals associated with a variety of diseases. For these reasons, a larger number of companies from food and beverages sector have started using blueberry extracts in their products. Moreover, companies have started to manufacture ready-to-eat or pre-packaged food items such as blueberry juice, prunes, jam, popcorn etc. The food and beverage sector uses blueberry extracts as a delicacy and a natural flavor in their products. Moreover, due to their antioxidant characteristics, blueberry extracts are also used in cosmetics and personal care products.

### Global Blueberry Extract Market Drivers

The major reason why the demand for blueberry extracts has increased is owing to changing consumer lifestyle for staying healthy and fit. People now have a greater interest in real fruit-based products due to a shift in market trends, which is a major factor boosted the global blueberry extract market. Nowadays, consumers favor nutrient-dense foods to improve their overall health and wellbeing. Owing to the presence of vitamin C and A in blueberries, they are also well known for preventing cancer. Moreover, the numerous phytonutrients included in blueberries act as potent antioxidants, which may aid in defending cells from harm caused by free radicals associated with disease. As a result, food and beverage companies have also started adding healthy components, such as blueberries extract, in the form of powder, liquid, or pieces. Moreover, there is a growing market for products made from actual fruits. As a result, fruit-based products such as face masks and drinks produced from blueberry extract are gaining popularity among consumers all over the world.

Moreover, it has observed that consuming blueberry extract directly or adding with other beverages include dessert, juice, smoothie, fruit jam, ice cream, and cocktails, which strengthens the immune system and aids in detox because of Vitamin C. As a result, it helps to minimize sugar content and maintain healthy lungs because it is a rich source of vitamins and minerals. As a result of the high fiber content in blueberries with no

sugar, that help to strengthen bones and promote skin health and assist in eliminating harmful cholesterol from the body. Therefore, the market is expanding as a result of the rising benefits of using blueberry extracts in the product.

### Global Blueberry Extract Market Trends

The popularity of blueberries is being fueled owing to their flavor as well as their numerous health advantages. Moreover, the demand for blueberry extract is thriving due to rising consumer expenditure on functional foods and dietary supplements. People's hectic schedules are encouraging the trend toward a healthy diet, which is leading to an increased demand for blueberry extract and aiding the global blueberry extracts market. Moreover, the use of organic blueberry extract is rising to strengthen immunity in various applications. Rising demand for dietary supplements and consumers growing preference for organic extracts, will strengthen the global blueberry extracts market during the forecast period.

Moreover, consuming blueberry extract or applying them directly to the skin can aid in reducing skin inflammation and skin damage brought on by pollution. By enhancing moisture retention and nourishing the skin, the rejuvenating characteristics of blueberry extract skincare, such as Roccoco's blueberry age cream, work to reduce fine lines, wrinkles, skin impurities including pimples, and uneven texture. Similar to this, Berrica "Blueberry Skin Diet Cream" provides moisturizing and nourishing effects due to its Omega 3 and Omega 6 content. Moreover, it keeps the skin's elasticity, reduces the effects of aging, firm up the skin, and rejuvenates it. Therefore, the market is expanding as a result of the increasing benefits of using blueberry extracts in the product.

### Global Blueberry Extract Market Challenges

Some of the factors that are restraining the global blueberry extract market growth is its uses for medication purposes, which is considered to be harmful, and also there is no standard dosage available for the consumption of blueberry extract and can drop blood sugar level. It is vital to use caution when taking these products along with diabetic medications. This can have a negative impact on health, which could be considered as a constraint and will further challenge the global blueberry extract market during the forecast period.

However, increasing competition among the brands in the blueberry extract market are some of the limitations for the market growth. Moreover, there is a lack of awareness among the general public regarding the health benefits of ingesting blueberry extract,

which continues to be a barrier to the market for blueberry extract.

## Global Blueberry Extract Market Opportunities

The demand for instant baby food items which are having blueberry extract, is anticipated to be the main factor in the growth of global blueberry extracts market throughout the projected period. Furthermore, owing to its nutritional profile, blueberry extract has seen a surge in the demand from nutraceutical industry, due to its high antioxidant content

However, increasing demand for snacks made using real fruits and vegetables is on the rise. Thus products, like blueberry fruit-based snacks, are gaining popularity among consumers across the globe, which has significantly increase the consumption and production of blueberry. According to the IBO (International Blueberry Organization) predicts that there will be more than 3 million tons of blueberries produced globally by 2025. Over the years, both the production and consumption of blueberry extract product steadily increased globally.

## Market Segmentation

The global blueberry extract market is segmented based on form, application, distribution channel, region, and competition landscape. Based on form, the market is further fragmented into liquid, powder, dried. Based on application, the market is further divided into food & beverages, cosmetic, and others (nutraceutical/dietary supplements). Based on distribution channel, the market is bifurcated into direct sales and indirect sales. The market analysis also studies the regional segmentation among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

## Company Profiles

Healthy Berries Ltd., LOOV Organic O?, HW Wellness Solutions Pvt Ltd (True Elements), The Berry Juice Company Ltd, Nature's Way Products, LLC, NOW Health Group Inc, Mazza Innovation Ltd, DPL Trading, Inc. (Micro Ingredients), FutureCeuticals, Inc., Berrico Food Company B. V., are among the major market players in the global platform that lead the market growth of the global blueberry extract market.

## Report Scope:

In this report, the global blueberry extract market has been segmented into the following

categories, in addition to the industry trends which have also been detailed below:

Global Blueberry Extract Market, By Form:

Liquid

Powder

Dried

Global Blueberry Extract Market, By Application:

Food & Beverages

Cosmetic

Others (Nutraceutical/ Dietary Supplements)

Global Blueberry Extract Market, By Distribution Channel:

Direct Sales

Indirect Sales

Global Blueberry Extract Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

Turkey

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global blueberry extract market.

Available Customizations:

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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