

Home & Laundry Care Market By Type (Laundry Care, Household Cleaners, Dishwashing Detergents, Polishes, Room Scents & Insecticides, and Others), By Sales Channel (Hypermarkets/Supermarkets, Online, Multi-Branded Stores, Departmental Stores, and Others (Direct Sales, etc.)), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The Global Hemp Seed Oil Market, valued at USD 85.69 million in 2022, is expected to experience substantial growth throughout the forecast period, projecting a robust CAGR of 6.52% through 2028. Recent years have witnessed remarkable growth and transformation in the global hemp seed oil market. Hemp seed oil, derived from Cannabis sativa's seeds, has garnered immense popularity due to its numerous health benefits and versatility. In 2021, the market had already displayed significant growth, a trend expected to persist in the foreseeable future.

One of the primary drivers behind the hemp seed oil market's expansion is the increasing consumer awareness regarding the potential health advantages of hemp-based products. Hemp seed oil, abundant in essential fatty acids such as Omega-3 and Omega-6, is in high demand as an ingredient in various dietary and wellness products. Furthermore, the growing acceptance of hemp-based products for their potential therapeutic properties has fueled market demand. The legalization of hemp cultivation in multiple countries has also contributed to market growth by facilitating the production of high-quality hemp seed oil. Moreover, the beauty and personal care industry has embraced hemp seed oil for its skincare benefits, further accelerating market growth.

As consumers continue to seek natural and sustainable alternatives, the global hemp

seed oil market is poised for continuous expansion, presenting opportunities for innovation and diversification in various industries, including food and beverages, pharmaceuticals, cosmetics, and more. However, regulatory challenges and product standardization will remain significant factors shaping the market's trajectory in the coming years.

Key Market Drivers

- 1. Increasing Consumer Awareness and Health Consciousness:** The growth of the global hemp seed oil market is primarily driven by rising consumer awareness of the potential health benefits of hemp-based products. Hemp seed oil's rich content of essential fatty acids, notably Omega-3 and Omega-6, positions it as a sought-after dietary supplement, particularly as consumers increasingly prioritize health-conscious choices.
- 2. Legalization of Hemp Cultivation:** Legalization of hemp cultivation in various countries has significantly contributed to market growth by ensuring a controlled environment for hemp plant cultivation with low THC levels. This legal framework has boosted the supply of high-quality hemp seed oil.
- 3. Rising Acceptance of Hemp-Based Products:** Hemp-based products, including hemp seed oil, have gained wider acceptance across various industries. The beauty and personal care industry have integrated hemp seed oil into skincare products due to its antioxidant-rich and moisturizing properties. The pharmaceutical sector has explored hemp seed oil's therapeutic potential, leading to the development of new pharmaceutical products.
- 4. Demand for Sustainable and Plant-Based Alternatives:** Growing concerns about environmental sustainability and the desire for plant-based alternatives have driven the demand for hemp seed oil, particularly in the food and beverage industry. Hemp's eco-friendly characteristics make it an attractive choice for environmentally conscious consumers.
- 5. Diversification and Innovation in Product Offerings:** The market has witnessed diversification and innovation in product offerings across multiple industries. In the food and beverage sector, manufacturers incorporate hemp seed oil into a wide array of products. In cosmetics and skincare, it is used for its moisturizing and anti-aging properties. Hemp seed oil has also found applications in industrial sectors like textiles and biofuels.

While these drivers fuel the global hemp seed oil market's growth, it's crucial to acknowledge that regulatory challenges and product standardization continue to significantly influence market dynamics. Regulations concerning hemp cultivation and the use of hemp-derived products vary by region, affecting market dynamics. Nevertheless, with ongoing research and development efforts and evolving consumer preferences, the global hemp seed oil market is poised for continued expansion in the coming years.

Key Market Challenges

- 1. Regulatory Ambiguity and Compliance Issues:** Complex and evolving regulations pose a significant challenge in the hemp seed oil market. Varying regulations on THC content and the absence of uniform quality and potency standards create compliance hurdles for businesses in the industry.
- 2. Market Competition and Price Volatility:** Intensifying market competition has led to price volatility. Factors such as supply and demand fluctuations, changing consumer preferences, and raw material costs impact pricing, potentially pressuring smaller producers and farmers.
- 3. Consumer Misconceptions and Stigma:** Hemp seed oil often faces misconceptions and stigma associated with its close relative, marijuana. Overcoming these misconceptions through transparent labeling and education is a challenge for the industry.
- 4. Quality Control and Product Standardization:** Ensuring consistent product quality and standardization remains a challenge due to variations in hemp strain, cultivation methods, and extraction processes. Industry stakeholders must work towards rigorous quality control standards.
- 5. Sustainability and Environmental Concerns:** Despite its eco-friendly reputation, hemp cultivation and processing still pose sustainability challenges related to water use, pesticides, and land management. Sustainable practices and eco-friendly packaging are essential to address these concerns.

In conclusion, the global hemp seed oil market holds significant growth potential but faces several challenges, including regulatory complexities, market competition, consumer misconceptions, quality control, and sustainability concerns. Addressing

these challenges will require cooperation among industry stakeholders, regulatory bodies, and consumer advocacy groups. By doing so, the industry can further establish itself as a sustainable and beneficial source of nutrition and wellness products.

Key Market Trends

- 1. Increased Acceptance of Cannabidiol (CBD) Hemp Seed Oil:** CBD-infused hemp seed oil has gained substantial attention due to its potential health benefits. CBD, a non-psychoactive compound found in hemp, has therapeutic properties that include pain relief, anxiety reduction, and anti-inflammatory effects. As consumers seek natural alternatives to conventional medications, CBD hemp seed oil has become a promising option, boosting the demand for hemp seed oil as a carrier oil for CBD products.
- 2. Expanding Applications in Cosmetics and Skincare:** Hemp seed oil has gained a strong presence in the cosmetics and skincare industry. Its composition rich in essential fatty acids, vitamins, and antioxidants makes it a valuable ingredient in various skincare products. Hemp seed oil's natural origin aligns with the growing trend of clean and natural beauty products, further driving its incorporation into formulations.
- 3. Sustainable and Organic Hemp Cultivation:** Increasing environmental awareness has led to a greater emphasis on sustainable and organic hemp cultivation practices. Hemp's low resource requirements make it appealing to environmentally conscious consumers, driving demand for organically sourced hemp seed oil.
- 4. Innovative Product Formulations and Diversification:** Innovation in product formulations and diversification of hemp seed oil-based products are fueling market growth. Manufacturers explore creative ways to incorporate hemp seed oil into diverse consumer goods, from food and beverages to textiles and industrial applications.
- 5. Global Expansion and International Trade:** The global hemp seed oil market experiences increased international trade and expansion. As more countries distinguish between hemp and marijuana and revise regulations accordingly, the global hemp industry becomes more interconnected. This fosters the import and export of hemp seed oil products on a larger scale, benefiting consumers worldwide.

In conclusion, the global hemp seed oil market is evolving rapidly in response to changing consumer preferences, increased awareness of CBD-infused products, sustainability considerations, and innovative product formulations. Businesses must stay attuned to these trends and adapt their strategies to meet consumer demands,

regardless of the industry sector in which they operate. Hemp seed oil's versatility and potential for innovation position it as a key player in the evolving landscape of natural and sustainable products.

Segmental Insights

Type Insights

The global hemp seed oil market has experienced a significant surge in demand for cold-pressed hemp seed oil in recent years. Cold-pressed hemp seed oil, obtained through a mechanical process that avoids

excessive heat or chemicals, has gained widespread recognition for its superior quality and nutritional benefits.

This rising demand is driven by the growing consumer preference for minimally processed and natural products. Cold pressing preserves the oil's delicate compounds, including essential fatty acids, vitamins, and antioxidants, which can be degraded by exposure to high temperatures or chemical extraction methods. As consumers increasingly seek out products that retain their nutritional integrity, cold-pressed hemp seed oil has emerged as a preferred choice.

Moreover, cold-pressed hemp seed oil's nutty and mild flavor profile makes it suitable for various culinary applications, including salad dressings, dips, and drizzles. Its versatility in the kitchen has further fueled its popularity among food enthusiasts and chefs seeking healthy and flavorful cooking oils.

Additionally, the rising interest in clean and transparent labeling has driven consumers to seek products with clear production methods, and cold pressing aligns perfectly with this trend due to its straightforward and chemical-free process. As the demand for natural, nutritious, and minimally processed foods continues to grow, cold-pressed hemp seed oil is poised to maintain its position as a sought-after ingredient, contributing to the overall expansion of the global hemp seed oil market.

Distribution Channel Insights

The global hemp seed oil market has witnessed a notable surge in demand through online distribution channels in recent years. Several factors have contributed to this growth in online sales.

Firstly, the convenience of online shopping has played a significant role in driving the demand for hemp seed oil. Consumers can browse, compare products, and make purchases from the comfort of their homes, eliminating the need for physical store visits. This convenience factor has been especially important in light of the COVID-19 pandemic, which accelerated the shift towards e-commerce.

Secondly, the wealth of information available online empowers consumers to research and educate themselves about hemp seed oil and its benefits. They can access detailed product descriptions, customer reviews, and educational content, fostering greater trust and confidence in their purchasing decisions.

Furthermore, the global reach of online platforms allows consumers to access a wider variety of hemp seed oil products, including unique formulations and niche brands that may not be readily available in local brick-and-mortar stores. This expanded product selection caters to diverse consumer preferences and dietary needs.

Additionally, the convenience of subscription services and auto-replenishment options offered by online retailers encourages repeat purchases of hemp seed oil, ensuring a steady demand over time.

As e-commerce continues to grow as a dominant sales channel, businesses in the global hemp seed oil market are increasingly focusing their efforts on establishing a strong online presence and optimizing their digital marketing strategies to capitalize on this rising demand from online distribution channels.

Regional Insights

The North America region has emerged as a significant driver of rising demand in the global hemp seed oil market. Several factors contribute to the robust growth of hemp seed oil consumption in this region.

First and foremost, the increasing awareness of the potential health benefits of hemp seed oil among North American consumers has driven its demand. Hemp seed oil is rich in essential fatty acids, Omega-3 and Omega-6, which are known for their heart-healthy properties and ability to reduce inflammation. As health-consciousness continues to rise in North America, individuals are turning to hemp seed oil as a dietary supplement and alternative source of nutrition.

Secondly, the evolving regulatory landscape in North America has played a crucial role in the expansion of the hemp seed oil market. The legalization of hemp cultivation in the United States through the 2018 Farm Bill has opened up opportunities for domestic production, leading to a more robust and reliable supply chain. This has not only increased the availability of hemp seed oil but also improved its overall quality and safety.

Moreover, North America has seen a surge in the popularity of hemp-derived CBD products, and hemp seed oil is often used as a carrier oil for CBD tinctures and topicals. As the demand for CBD-infused products continues to soar, it indirectly propels the consumption of hemp seed oil.

In conclusion, the North America region is witnessing a rising demand for hemp seed oil due to increased health awareness, favorable regulatory changes, and the growing market for CBD products. These factors are likely to continue fueling the expansion of the global hemp seed oil market in the North American market.

Key Market Players

Nutiva Inc.

Sky Organics

Velona

Connoills LLC

Manitoba Harvest

NP Nutra

Live Verdure Ltd. - 13 Seeds

Z-Company

Bioriginal Food & Science Corp

Bombay Hemp Company

Report Scope:

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

Hemp Seed Oil Market, By Nature:

Organic

Conventional

Hemp Seed Oil Market, By Type:

Cold-pressed

Refined

Hemp Seed Oil Market, By Distribution Channel:

Offline

Online

Hemp Seed Oil Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Hemp Seed Oil Market.

Available Customizations:

Global Hemp Seed Oil Market report with the given market data, Tech Sci 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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