

# **Plant Extracts Market – Global Industry Size, Share, Trends, Opportunity, & Forecast 2018-2028**

## **Segmented By Product Type (Oleoresins, Essential Oils, Flavonoids, Alkaloids, Carotenoids, Other), By Application (Food & Beverages, Cosmetics, Pharmaceuticals, Dietary Supplements, Others), By Source (Herbs & Spices, Fruits & vegetables, Flowers), By Form (Dry, Liquid), By Region, Competition**

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### **Abstracts**

Global Plant Extracts Market has valued at USD 34.50 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 12.29% through 2028. The global plant extract market is a dynamic and rapidly growing industry that plays a crucial role in various sectors, including food and beverages, pharmaceuticals, cosmetics, and more.

The global plant extract market has experienced significant growth in recent years and is expected to continue expanding. The market's size is influenced by the increasing demand for natural and herbal products in various industries. Plant extracts encompass a wide range of products, including essential oils, herbal extracts, spices, flavors, fragrances, and more. This diversity allows for applications in multiple sectors, contributing to market growth.

#### **Key Market Drivers**

Increasing Demand for Natural and Herbal Products

The escalating demand for natural and herbal products stands out as a prominent market driver propelling the growth of the global plant extract market. This phenomenon can be attributed to a myriad of compelling reasons, each contributing significantly to the industry's upward trajectory.

In recent years, there has been a substantial shift in consumer preferences towards health-conscious choices. People are increasingly concerned about the long-term impact of synthetic chemicals and pharmaceuticals on their health. Natural and herbal products, which often contain plant extracts, are perceived as safer alternatives, aligning with this wellness-driven mindset.

A significant advantage of plant extracts is their comparatively minimal side effects when compared to synthetic counterparts. Consumers are more inclined to opt for products with a reduced risk of adverse reactions, making plant extracts an attractive choice. Environmental consciousness has become a global priority. As consumers become more aware of the ecological impact of their choices, they are turning to sustainable and eco-friendly products. Plant extracts, derived from renewable resources, resonate with this sustainability ethos. Many cultures have a long history of using plant-based remedies and herbal treatments for various ailments. As traditional knowledge becomes more accessible, individuals are rediscovering the efficacy of plant extracts in treating health issues.

Herbal supplements and nutraceuticals have gained immense popularity as preventive and therapeutic solutions. These products often contain plant extract ingredients known for their health benefits, driving demand within this sector. The cosmetic and personal care industry is witnessing a surge in demand for natural and organic ingredients. Plant extracts are valued for their skin-enhancing, hair-strengthening, and anti-aging properties, spurring their use in cosmetics. Modern consumers are more informed than ever before. They scrutinize product labels and are keen to understand the ingredients used. Plant extracts offer a transparent and easily recognizable ingredient that appeals to this quest for knowledge.

### Growing Health Consciousness

Consumers are becoming increasingly health-conscious, seeking products that offer therapeutic benefits and have minimal side effects. Plant extracts are perceived as safe and effective alternatives to synthetic pharmaceuticals, boosting their demand. The surging wave of health consciousness among consumers worldwide has emerged as a

pivotal market driver propelling the growth of the global plant extract market. This heightened awareness of health and wellness is underpinned by a multitude of compelling factors, each contributing significantly to the industry's expansion.

An increasing number of individuals are adopting a proactive approach to healthcare, emphasizing prevention rather than cure. Plant extracts, known for their potential health benefits, are often perceived as essential components of a preventative healthcare regimen. Consumers are gravitating toward natural remedies and treatments, driven by a desire to minimize exposure to synthetic chemicals and pharmaceuticals. Plant extracts offer a holistic and nature-derived approach to health, aligning with this preference.

Plant extracts are associated with minimal side effects and a lower risk of adverse reactions compared to synthetic pharmaceuticals. This safety profile is a significant draw for individuals seeking effective yet gentle solutions. The concept of holistic health, addressing not only physical but also mental and emotional wellbeing, has gained prominence. Plant extracts are often used in complementary therapies and wellness practices, contributing to their demand. The global prevalence of chronic health conditions such as diabetes, cardiovascular diseases, and obesity has surged. Plant extracts are being explored for their potential in managing and preventing these ailments, driving demand.

Herbal supplements and nutraceuticals have witnessed a surge in popularity as people seek natural alternatives to support their health goals. These products frequently contain plant extract ingredients renowned for their health benefits. Plant-based diets, vegetarianism, and veganism have become increasingly popular choices. As a result, the demand for plant-derived supplements and nutritional products, often featuring plant extracts, has risen. Informed consumers are scrutinizing product labels and demanding transparency regarding ingredients. Plant extracts, with easily recognizable and natural origins, align with this quest for knowledge and transparency.

### Rise in Chronic Diseases

The rising prevalence of chronic diseases across the globe has emerged as a significant market driver, propelling the growth of the global plant extract market. This alarming trend is driven by a multitude of interconnected factors, each playing a pivotal role in shaping the trajectory of the industry.

Chronic diseases such as diabetes, cardiovascular disorders, obesity, and hypertension

are on the rise worldwide. This increasing burden of chronic ailments has led to a growing demand for natural and holistic remedies like plant extracts. Patients and individuals are increasingly exploring alternative and complementary therapies to manage chronic conditions. Plant extracts, with their potential therapeutic properties, are often integrated into these treatment approaches. There is a notable shift in healthcare paradigms from curative to preventive approaches. Plant extracts, with their potential in disease prevention and health maintenance, align with this evolving healthcare landscape.

Many conventional pharmaceuticals used to treat chronic diseases come with side effects and long-term risks. Plant extracts are perceived as safer alternatives with fewer adverse effects, drawing the attention of health-conscious consumers. Scientific studies have demonstrated the efficacy of certain plant extracts in managing chronic conditions. This evidence-based support has boosted consumer confidence and contributed to market growth. The natural and holistic wellness movement has gained momentum. Consumers are increasingly inclined to embrace nature-derived remedies like plant extracts to address the root causes of chronic diseases. Herbal supplements and nutraceuticals are sought after by individuals looking to complement their conventional treatments with natural products. Plant extracts often form the core of these supplements. Many traditional medicine systems, such as Ayurveda and Traditional Chinese Medicine, incorporate plant-based remedies for chronic ailments. These practices have gained global recognition, boosting the demand for plant extracts. The world's aging population is more susceptible to chronic diseases. As the elderly population grows, the demand for products that support their health and well-being, including plant extracts, continues to rise.

### Expanding Cosmetics and Personal Care Industry

The cosmetics and personal care industry's robust growth serves as a significant market driver for the global plant extract market. This expansion is underpinned by a multitude of factors that highlight the integral role of plant extracts in the formulation and success of beauty and personal care products.

Consumer preferences have evolved towards natural and organic products in the cosmetics and personal care sector. Plant extracts are perceived as clean and eco-friendly ingredients, aligning with this preference. Ethical and sustainable consumer choices are on the rise. Plant extracts, derived from renewable sources, are viewed as environmentally responsible, attracting conscious consumers. The trend of using natural ingredients in beauty and personal care products has gained momentum. Plant extracts

offer a wide array of benefits, including skincare and haircare, making them sought-after ingredients. Growing awareness of skin and hair health has prompted consumers to seek products that offer real benefits. Plant extracts are known for their nourishing, hydrating, and rejuvenating properties.

The anti-aging and anti-pollution skincare segments are expanding. Plant extracts, with their antioxidant and protective properties, are essential components of products targeting these concerns. The demand for natural fragrances and essential oils in personal care products is on the rise. Plant extracts contribute to the development of unique and appealing scents. Cosmeceuticals, combining cosmetics and pharmaceuticals, are gaining traction. Plant extracts are often incorporated into these products for their potential therapeutic benefits. Scientific research has substantiated the efficacy of certain plant extracts in improving skin and hair health. These studies have bolstered the use of plant extracts in cosmetics. The global popularity of traditional medicine systems like Ayurveda and Traditional Chinese Medicine has led to increased interest in botanical ingredients, furthering the demand for plant extracts.

## Key Market Challenges

### Quality Control and Standardization Issues

The quality and efficacy of plant extracts are influenced by factors such as the plant species, geographical location, climate, and harvesting techniques. This variability can make it challenging to maintain consistent product quality. The absence of standardized extraction methods and quality control measures can result in inconsistent product quality and safety. Adulteration of plant extracts with inferior or synthetic ingredients is a persistent concern. This not only compromises product quality but also poses health risks to consumers.

### Regulatory and Compliance Hurdles

The global regulatory framework for plant extracts can be complex and vary widely between countries. Navigating these regulations, ensuring compliance, and obtaining necessary approvals can be time-consuming and costly. Regulatory authorities often impose stringent safety and quality standards on plant extract products. Meeting these standards requires rigorous testing and documentation. Accurate labeling and claims substantiation are crucial but can be challenging. Misleading claims or incomplete product information can lead to regulatory actions and consumer mistrust.

## Sustainability and Supply Chain Vulnerabilities

The demand for plant extracts can put pressure on ecosystems, leading to overharvesting and deforestation. Sustainable sourcing practices are essential, but they can be difficult to enforce. Climate change can impact the availability and quality of plant sources for extraction. Alterations in temperature and precipitation patterns may affect plant growth and chemical composition. The COVID-19 pandemic highlighted vulnerabilities in supply chains. Disruptions in the supply chain, including transportation and logistics, can impact the availability of plant extracts.

## Key Market Trends

### Rising Demand for Organic and Natural Products:

Growing awareness of health and wellness has led consumers to seek products that align with their desire for clean, natural, and chemical-free ingredients. Plant extracts, being inherently natural, are a preferred choice. Concerns about the environment, sustainability, and ethical sourcing have led to an increased demand for organic and sustainably sourced plant extracts. Consumers are willing to pay a premium for products that meet these criteria. The clean beauty movement, characterized by transparency and minimalistic formulations, has propelled the use of plant extracts in cosmetics and personal care products. These extracts are seen as clean and safe ingredients. Government regulations and certifications for organic and natural products have gained prominence, offering assurance to consumers and boosting the market for plant extracts that meet these standards.

### Exploration of New Plant Sources and Extract Types:

The quest for unique and beneficial plant-based ingredients has led to the exploration of diverse plant sources, including lesser-known and indigenous plants. This diversity offers opportunities for novel extract types. Advances in extraction techniques, such as supercritical fluid extraction and microwave-assisted extraction, enable the extraction of compounds from a wider range of plants, expanding the market's offerings. There is a growing interest in plant extracts that offer functional benefits beyond basic nutrition. Extracts with antioxidant, anti-inflammatory, and immune-boosting properties are in demand for nutraceuticals and dietary supplements. Collaboration between the food, pharmaceutical, and cosmetic industries is fostering the development of multi-functional plant extracts that can be used in various applications, driving market growth.



## Digitalization and E-Commerce Expansion:

The rise of e-commerce platforms has made it easier for consumers to access a wide range of plant extract products. This accessibility has expanded the market's reach to a global scale. Digital platforms provide consumers with access to extensive product information, reviews, and educational resources about plant extracts. Informed consumers are more likely to make purchases. Many plant extract manufacturers are adopting direct-to-consumer models, bypassing traditional distribution channels. This allows for personalized marketing and direct engagement with consumers. E-commerce platforms offer a diverse marketplace where small and niche producers of plant extracts can thrive, contributing to market diversity and innovation.

## Segmental Insights

### Product Type Insights

Based on the category of Product Type, the Essential Oils segment emerged as the dominant player in the global market for Plant Extracts in 2022. Essential oils find applications across diverse industries, including cosmetics, aromatherapy, food and beverages, pharmaceuticals, and household products. Their versatility allows them to cater to a wide range of consumer needs and preferences.

Aromatherapy has witnessed a surge in popularity as people seek holistic wellness solutions. Essential oils play a central role in aromatherapy, driving their demand. These oils are used for relaxation, stress relief, mood enhancement, and overall well-being. Essential oils are prized for their skincare and haircare benefits. They are utilized in cosmetics and personal care products such as lotions, shampoos, soaps, and perfumes. Their natural fragrance and therapeutic properties make them a preferred choice. Essential oils are utilized as natural flavorings and food additives in the food and beverage industry. They offer unique and authentic flavors without the need for artificial additives, aligning with the growing demand for clean label products.

Essential oils are being explored for their potential therapeutic benefits. They are used in pharmaceutical formulations, topical ointments, and as complementary treatments for various ailments, contributing to their dominance. Essential oils are extracted from plant materials through eco-friendly methods. As consumers prioritize sustainability and ethical sourcing, the eco-friendly appeal of essential oils has elevated their market position. Essential oils have gained substantial recognition among consumers for their natural and holistic attributes. With easy access to information, consumers are more

informed about the benefits and usage of essential oils. Essential oils can be derived from a wide variety of plant sources, including flowers, leaves, roots, fruits, and seeds. This diversity in plant origins offers an extensive range of essential oil options, catering to different preferences and applications. These factors are expected to drive the growth of this segment.

### Application Insight

Based on the category of Application, the Food & Beverages segment emerged as the dominant player in the global market for Plant Extracts in 2022. Plant extracts are utilized extensively in the food and beverage industry due to their versatility. They serve multiple purposes, including flavoring, coloring, preserving, and enhancing the nutritional profile of products.

Plant extracts are used as natural flavor enhancers, offering a wide array of authentic and unique tastes to food and beverages. They allow manufacturers to meet consumer demand for natural and clean label products, replacing artificial flavors. The clean label movement emphasizes transparency and natural ingredients. Plant extracts align perfectly with this trend as they are derived from natural sources and are often perceived as healthier alternatives to synthetic additives. Plant extracts are used as natural coloring agents, replacing artificial dyes. They offer vibrant and appealing colors while addressing concerns about the safety of synthetic food colorings.

Certain plant extracts are rich in bioactive compounds that have functional benefits. For example, antioxidants from plant extracts are used to enhance the health profile of food and beverage products. As consumers prioritize health and wellness, plant extracts are incorporated into functional beverages, dietary supplements, and health-focused foods. These extracts offer potential health benefits, such as immune support or stress reduction. Some plant extracts have natural preservative properties that help extend the shelf life of food and beverage products. This is particularly valuable as consumers seek products with fewer additives.

### Source Insight

Based on the category of Source, the Herbs & Spices segment emerged as the dominant player in the global market for Plant Extracts in 2022. Herbs and spices are renowned for their diverse and intense flavor profiles, which make them highly desirable for culinary and flavoring applications. Their ability to enhance the taste of food and beverages is a key driver of their dominance.



Herbs and spices have a long history of use in various cuisines around the world. Their cultural and gastronomic significance has made them integral ingredients in countless recipes, driving consistent demand. In an era when consumers are increasingly seeking natural and clean label products, herbs and spices are natural flavor enhancers that align perfectly with this trend. They allow manufacturers to replace artificial flavorings and additives.

The immense variety of herbs and spices available provides a wide range of aroma and taste options. This diversity allows for the creation of unique and authentic flavor profiles in food and beverages. Many herbs and spices are recognized for their potential health benefits. They are rich in bioactive compounds, antioxidants, and phytonutrients, making them attractive ingredients for functional and health-focused products.

The popularity of ethnic and international cuisines has significantly boosted the demand for herbs and spices. Consumers are increasingly incorporating these flavors into their cooking and seeking products that offer authentic tastes. Some herbs and spices serve as natural colorants, adding vibrant and appealing colors to food and beverages. They are used as alternatives to synthetic food colorings. Many herbs and spices have a history of use in traditional medicine systems like Ayurveda. Their therapeutic properties have led to their incorporation into nutraceuticals, dietary supplements, and herbal remedies.

## Form Insight

Based on the category of Form, the Dry segment emerged as the dominant player in the global market for Plant Extracts in 2022. Dry plant extracts have significantly longer shelf lives compared to their liquid counterparts. This extended shelf life reduces the risk of spoilage and product wastage, making them preferred by manufacturers and consumers.

Dry plant extracts are more convenient to handle and store. They are less prone to leakage, spillage, and contamination, simplifying transportation and logistics for manufacturers and retailers. Dry extracts are often more concentrated than liquid forms, meaning a smaller quantity can achieve the desired flavor, color, or health benefit. Their lightweight nature also reduces shipping costs. Dry extracts can be easily incorporated into a wide range of applications, including food and beverage products, supplements, cosmetics, and pharmaceuticals. Their versatility allows manufacturers to diversify their product offerings.

Dry extracts typically have lower water content, reducing the risk of microbial growth and the need for preservatives. This appeals to consumers seeking clean label and natural products. Dry extracts allow for precise portion control and consistency in formulations. This is especially important in industries like food and pharmaceuticals, where accurate dosing is critical. Manufacturers can easily blend different dry extracts to create custom formulations that meet specific flavor, color, or functional requirements. This flexibility is highly valued in product development. These factors collectively contribute to the growth of this segment.

## Regional Insights

Asia-Pacific emerged as the dominant player in the global Plant Extracts market in 2022, holding the largest market share in terms of value. APAC is known for its incredible biodiversity, with a vast array of plant species offering diverse raw materials for plant extraction. This region boasts numerous herbs, spices, and botanicals used extensively in traditional medicine and culinary applications. Traditional medicine systems, such as Ayurveda in India, Traditional Chinese Medicine (TCM) in China, and Kampo in Japan, have a strong presence in APAC. These systems rely heavily on plant extracts, contributing to high regional demand. The rising health and wellness consciousness among consumers in APAC has fueled the demand for natural and herbal products. Consumers in the region often seek plant extracts for their perceived health benefits. APAC has a well-developed supply chain for plant extracts, with many manufacturers and suppliers in the region. This infrastructure supports both domestic consumption and exports. Many herbs and botanicals hold cultural and religious significance in APAC countries, leading to their extensive use in rituals, ceremonies, and traditional practices. Several APAC countries, particularly India and China, are major exporters of plant extracts to global markets. These countries benefit from large-scale production and competitive pricing.

The North America market is poised to be the fastest-growing market, offering lucrative growth opportunities for Plant Extracts players during the forecast period. Factors such as surge in health and wellness trends. Consumers are seeking natural and plant-based products to support their well-being, driving demand for plant extracts. North American consumers are increasingly focused on clean label products, preferring natural and organic ingredients. Plant extracts align with these preferences, spurring growth. The dietary supplement industry in North America is thriving, with plant extracts featuring prominently in various formulations. Supplements targeting immune support, stress reduction, and overall health are driving demand. North American manufacturers are

actively innovating and developing new products that incorporate plant extracts. These include functional foods, beverages, cosmetics, and nutraceuticals. North American regulatory agencies have generally recognized the safety and efficacy of many plant extracts, providing a conducive environment for market growth.

### Key Market Players

Symrise AG

Sensient Technologies Corp

INB Hauser Pharmaceutical Services, Inc.

NATIVE EXTRACTS Pty Ltd

Martin Bauer GmbH & Co. KG

International Flavors & Fragrances, Inc.

Koninklijke DSM N.V.

Dohler Se

Givaudan SA

Shaanxi JiahePhytochem Co., Ltd

### Report Scope:

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

#### Plant Extracts Market, By Product Type:

Oleoresins

Essential Oils

Flavonoids

Alkaloids

Carotenoids

Other

#### Plant Extracts Market, By Application:

Food & Beverages

Cosmetics

Pharmaceuticals

Dietary Supplements

Others

#### Plant Extracts Market, By Source:

Herbs & Spices

Fruits & vegetables

Flowers

#### Plant Extracts Market, By Form:

Dry

Liquid

#### Plant Extracts 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

Kuwait

Turkey

Egypt

### Competitive Landscape

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

### Available Customizations:

Global Plant Extracts 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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