

# Sea Buckthorn Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Form (Juice, Oil, Powder, and Others), By Application (Dietary Supplement, Pharmaceutical, Cosmetics & Personal Care, Food & Beverages, and Others), By Region & Competition, 2021-2031F

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## Abstracts

The Global Sea Buckthorn Market is projected to expand from a valuation of USD 404.56 Million in 2025 to reach USD 721.98 Million by 2031, registering a CAGR of 10.13%. Scientifically identified as *Hippophae rhamnoides*, this deciduous shrub is prized for its berries, which are abundant in antioxidants, vitamins, and Omega 7 fatty acids. Market growth is chiefly sustained by the rising consumer inclination toward natural, plant-derived ingredients within the cosmetic and pharmaceutical industries, as well as a structural pivot toward functional foods that enhance immunity. These driving forces signify a foundational movement toward clean label products and preventative healthcare rather than fleeting consumption trends.

Despite this trajectory, the market confronts substantial hurdles due to the logistical complexities and elevated costs inherent in harvesting operations. The shrub's thorny anatomy and the fragile nature of the berries make collection arduous and prone to rapid spoilage, creating bottlenecks in the supply chain. Data from the International Seabuckthorn Association indicates that while global sea buckthorn resources covered roughly 2.57 million hectares in 2024, managing this extensive area remains a challenge. The absence of advanced mechanical harvesting infrastructure currently stands as a major obstacle to achieving industrial scalability and ensuring a consistent supply of raw materials.

## Market Driver

Increasing government backing for soil conservation and commercial cultivation serves as a major engine for market growth, especially within Asian regions. By incentivizing the planting of *Hippophae rhamnoides* to alleviate poverty in high-altitude areas and fight desertification, governments are effectively subsidizing the raw material foundation needed for industrial expansion. This state-sponsored momentum is swiftly broadening the resource base to mitigate supply limitations; according to the International Seabuckthorn Association in October 2024, global resources grew by 49,300 hectares in 2023 largely due to these ecological mandates. Furthermore, local efforts are boosting production capacity, with the People's Daily reporting in September 2025 that government-backed programs in Huachi County, China, now support the annual production of over 15 million seedlings for these afforestation projects.

Concurrently, the market is being driven by the escalating demand for nutritional beverages and functional foods. Consumers are actively pivoting toward preventative healthcare, seeking products fortified with the Omega-7 fatty acids and Vitamin C present in these berries. This movement has elevated sea buckthorn from a specialized ethnomedicinal item to a core component in dietary supplements and value-added health drinks. The rising commercial need for these bioactive compounds is reflected in regional trade figures; for instance, ETV Bharat reported in October 2024 that the demand for raw processing materials resulted in the export of 1,000 metric tons from the Ladakh region, underscoring the growing pressure on supply chains to satisfy the requirements of the beverage and nutraceutical industries.

## Market Challenge

The principal obstacle restricting the Global Sea Buckthorn Market's growth is the high operational expense and logistical intricacy involved in harvesting. Unlike crops designed for large-scale mechanization, sea buckthorn berries are extremely fragile and grow on dense, thorny shrubs. This physical structure demands labor-intensive manual harvesting or specialized machinery that is rarely accessible in the remote areas where the plant flourishes. As a result, the industry faces a constrained supply chain, where the inability to harvest fruit efficiently causes rapid spoilage and significant loss of raw materials before they reach processing centers.

This dependence on hard-to-access resources severely curtails industrial scalability. According to the Mongolian National Association of Fruits and Berries, natural sea buckthorn resources encompassed roughly 14,300 hectares across central and western

Mongolia in 2024, a statistic that emphasizes the expanse of unmanaged, wild territories relative to organized cultivation. The logistical strain of transporting and mobilizing labor to these dispersed, natural environments escalates procurement costs. Consequently, manufacturers encounter inconsistent raw material availability, hindering their ability to meet the rising demand for stable, high-volume production from the cosmetic and pharmaceutical sectors.

## **Market Trends**

The widespread adoption of sea buckthorn oil in anti-aging skincare formulations is fundamentally altering the market, as manufacturers increasingly apply advanced extraction techniques to isolate specific bioactives from the plant's berries and leaves. This trend is fueled by growing demand for sophisticated, high-performance ingredients capable of addressing specific skin issues like fatigue and oxidative stress, compelling brands to transition from generic fruit oils to clinically proven, highly purified extracts. This evolution is further enabled by the creation of oil-soluble actives that utilize the plant's robust phytochemical profile without the formulation difficulties associated with raw juice. As reported by Premium Beauty News in February 2025, this spike in specialized product development prompted Gattefossé to release 'Noxifense', marking the company's second major bioactive ingredient derived from sea buckthorn leaves to hit the market within a single year.

Simultaneously, the industry is witnessing a shift toward organic certified and wild-harvested sourcing as companies strive to secure reliable, high-quality raw materials for international trade. In contrast to traditional wild harvesting, which frequently suffers from volume fluctuations and logistical unreliability, the development of dedicated, certified organic plantations guarantees adherence to strict global standards and facilitates supply chain traceability. This structural change is defined by substantial private investment in expanding cultivated acreage to satisfy the increasing requirements of Western food and nutraceutical markets. Illustrating this expansion, Agravery reported in July 2025 that the Ukrainian firm 'Berries of Volyn' launched a project to plant 55 additional hectares of organic sea buckthorn, specifically aiming to boost its production capacity for export to Europe and Canada.

## **Key Market Players**

- Biosash Business Pvt. Ltd.

- SeabuckWonders

- Sibu Seaberry

- Erbology Ltd.

- Seabuckthorn Beverages LLP

- Natura Health Product

- W.S. Badger Company Inc.

- Natures Aid Ltd.

- Weleda, Inc.

- TEREZIA COMPANY s.r.o

## **Report Scope**

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

- Sea Buckthorn Market, By Form

- Juice

- Oil

- Powder

- Others

- Sea Buckthorn Market, By Application

- Dietary Supplement

- Pharmaceutical

- Cosmetics & Personal Care

- Food & Beverages

- Others

- Sea Buckthorn Market, By Region

- North America

- United States

- Canada

- Mexico

- Europe

- France

- United Kingdom

- Italy

- Germany

- Spain

- Asia Pacific

- China

- India

- Japan

- Australia

- South Korea

%li%%li%South America

%li%%li%%li%Brazil

%li%%li%%li%Argentina

%li%%li%%li%Colombia

%li%%li%Middle East & Africa

%li%%li%%li%South Africa

%li%%li%%li%Saudi Arabia

%li%%li%%li%UAE

## **Competitive Landscape**

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

### **Available Customizations:**

Global Sea Buckthorn 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**

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

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