

# Asia Pacific Greens Powder Market Forecast to 2030 - Regional Analysis - by Product Type (Fermented Greens, Marine Sources, Grass Sources, and Others) and Distribution Channel (Online Sales and Offline Sales)

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## Abstracts

The Asia Pacific greens powder market is expected to grow from US\$ 73.32 million in 2023 to US\$ 129.67 million by 2030. It is estimated to grow at a CAGR of 8.5% from 2023 to 2030.

### Rising Trend of Veganism Worldwide Fuel Asia Pacific Greens Powder Market

Consumers are highly inclining toward plant-based products as they perceive them as healthier than conventional ones. Further, increasing activities for animal protection and rising awareness regarding environmental sustainability bolster the popularity of vegan products. The global proliferation of veganism among people is highly influencing consumers to consume plant-based, vegan dietary supplements. According to data published by Veganuary, a non-profit organization encouraging people to become vegan for the whole month of January, ~5.8 million people signed up for the 'Veganuary Campaign' in 2021. The following figure shows the number of participants across the world in this campaign from 2015 to 2021. Registrations for the Veganuary Campaign have increased dramatically over the past few years. The greens powder supplement is made with natural ingredients such as herbs, fruits, vegetables, and other plant-based sources. These supplements are rich in vitamins, antioxidants, minerals, and other essential nutrients that enhance overall health. Thus, the growing inclination toward plant-based products due to the rising popularity of veganism is expected to bring new trends to the Asia Pacific greens powder market during the forecast period.

## Asia Pacific Greens Powder Market Overview

The Asia Pacific Asia Pacific greens powder market comprises several developed and developing economies such as China, India, Japan, South Korea, Australia, and the Rest of Asia Pacific green powders have been part of the regular diet for many Asian countries since ancient times. For example, greens powders are an integral part of Ayurvedic treatments in India, whereas herbs and medicinal mushroom powders have been consumed in countries such as China, Japan, and other Southeast Asian countries. Recently the market has been experiencing various product innovations with diversified product offerings. Hence, the growing access to diversified products according to the changing lifestyle and consumers' preferences is also attributed to the increasing demand for greens powder across the region. The market growth is also driven by the increasing demand for dietary supplements, especially powdered supplements, and the growing awareness of health and wellness among consumers. The body more quickly absorbs the supplements in powder form than in pill form. Thus, consumers in the region prefer powdered supplements, and the demand for greens powder is increasing in the region. In addition, the rising disposable income levels, and the high living standards of consumers in the region have increased their purchasing power. These key factors are boosting the demand for greens powder in the region.

### Asia Pacific Greens Powder Market Revenue and Forecast to 2030 (US\$ Million)

#### Asia Pacific Greens Powder Market Segmentation

The Asia Pacific Greens Powder Market is segmented into product type, distribution channel and country.

Based on product type, the Asia Pacific greens powder market is segmented into fermented greens, marine sources, grass sources, and others. The others segment held a largest share of the Asia Pacific greens powder market in 2023.

Based on distribution channel, the Asia Pacific greens powder market is segmented into online sales and offline sales. The offline sales segment held a larger share of the Asia Pacific greens powder market in 2023.

Based on country, the Asia Pacific greens powder market is segmented into China, India, Japan, South Korea, Australia, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific greens powder market in 2023.

Athletic Greens (USA) Inc, Martin & Pleasance Wholesale Pty Ltd, Iovate Health Sciences International Inc, Synergy Natural Products Pty Ltd, and WelleCo Pty Ltd are some of the leading companies operating in the Asia Pacific greens powder market.

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