

Amaranth Seeds Market Size, Share, and Outlook, 2025 Report- By Type (Seed, Oil, Leaf, Flour), Packaging (Bagged, Canned), Application (Personal Care, Food and Beverages, Pharmaceuticals), and Companies, 2021-2032

<https://marketpublishers.com/r/A6D284E544ECEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: A6D284E544ECEN

Abstracts

Amaranth Seeds Market Outlook

The global Amaranth Seeds market is expected to register a growth rate of 10.5% during the forecast period from \$7.4 Billion in 2024 to \$16.4 Billion in 2032. The Amaranth Seeds market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Amaranth Seeds segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Seed, Oil, Leaf, Flour), Packaging (Bagged, Canned), Application (Personal Care, Food and Beverages, Pharmaceuticals). Over 70 tables and charts showcase findings from our latest survey report on Amaranth Seeds markets.

Amaranth Seeds Market Insights, 2025

The amaranth seeds market in 2025 experiences significant growth driven by rising consumer interest in ancient grains and gluten-free, nutrient-dense food ingredients. Amaranth seeds are valued for their high protein content, essential amino acids, dietary fiber, and micronutrients such as iron and magnesium. These nutritional attributes align well with health-conscious diets, including vegan, paleo, and clean eating lifestyles. The market benefits from increased product innovation, with amaranth being incorporated

into cereals, snack bars, bakery items, and gluten-free flours. The resurgence of traditional crops as sustainable alternatives contributes to agricultural diversification and climate resilience, encouraging cultivation in regions such as North and South America, Africa, and Asia. Organic and non-GMO certifications enhance consumer trust, while supply chain improvements reduce post-harvest losses and ensure consistent quality. Growing distribution through health food stores, mainstream supermarkets, and online channels supports broad consumer accessibility. Marketing efforts focus on educating consumers about amaranth's health benefits and culinary versatility, stimulating adoption beyond niche markets.

Five Trends that will define global Amaranth Seeds market in 2025 and Beyond

A closer look at the multi-million global market for Amaranth Seeds identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Amaranth Seeds companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Amaranth Seeds industry?

The Amaranth Seeds sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Amaranth Seeds Market Segment Insights

The Amaranth Seeds industry presents strong offers across categories. The analytical report offers forecasts of Amaranth Seeds industry performance across segments and countries. Key segments in the industry include By Type (Seed, Oil, Leaf, Flour), Packaging (Bagged, Canned), Application (Personal Care, Food and Beverages, Pharmaceuticals). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for

Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Amaranth Seeds market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Amaranth Seeds industry ecosystem. It assists decision-makers in evaluating global Amaranth Seeds market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Amaranth Seeds industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Amaranth Seeds Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Amaranth Seeds Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Amaranth Seeds with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes

the market outlook. The report analyses the key Amaranth Seeds market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Amaranth Seeds market Insights Executives are most excited about opportunities for the US Amaranth Seeds industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Amaranth Seeds companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Amaranth Seeds market.

Latin American Amaranth Seeds market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Amaranth Seeds Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Amaranth Seeds markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Amaranth Seeds markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Amaranth Seeds companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Asia Seed Co., Ltd., Bayer Crop Science, Beijing Zhongshu Seed Technology Development Co., Ltd., Bejo, Denghai Seeds Co., Ltd., Dongya Seed, East-West Seed Company, Enza Zaden, Gansu Dunhuang Seed Co., Ltd., Huasheng Seed Co., Ltd., Jiangsu Seed Co., Ltd., Jing Yan YiNong Seed Industry Group Co., Ltd., Limagrains, Longping High-Tech (China National Hybrid Rice Research and Development Center), Monsanto Company (part of Bayer), Nongwoobio, Rijk Zwaan, Syngenta AG, Takii and Co., Ltd., VoloAgri.

Amaranth Seeds Market Scope

Leading Segments

By Type

Seed

Oil

Leaf

Flour

By Packaging

Bagged

Canned

By Application

Personal Care

Food and Beverages

Pharmaceuticals

Leading Companies

Asia Seed Co., Ltd.

Bayer Crop Science

Beijing Zhongshu Seed Technology Development Co., Ltd.

Bejo

Denghai Seeds Co., Ltd.

Dongya Seed

East-West Seed Company

Enza Zaden

Gansu Dunhuang Seed Co., Ltd.

Huasheng Seed Co., Ltd.

Jiangsu Seed Co., Ltd.

Jing Yan YiNong Seed Industry Group Co., Ltd.

Limagrain

Longping High-Tech (China National Hybrid Rice Research and Development Center)

Monsanto Company (part of Bayer)

Nongwoobio

Rijk Zwaan

Syngenta AG

Takii and Co., Ltd.

VoloAgri

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Seed

Oil

Leaf

Flour

By Packaging

Bagged

Canned

By Application

Personal Care

Food and Beverages

Pharmaceuticals

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Bayer Crop Science

Beijing Zhongshu Seed Technology Development Co., Ltd.

Bejo

Denghai Seeds Co., Ltd.

Dongya Seed

East-West Seed Company

Enza Zaden

Gansu Dunhuang Seed Co., Ltd.

Huasheng Seed Co., Ltd.

Jiangsu Seed Co., Ltd.

Jing Yan YiNong Seed Industry Group Co., Ltd.

Limagrain

Longping High-Tech (China National Hybrid Rice Research and Development Center)

Monsanto Company (part of Bayer)

Nongwoobio

Rijk Zwaan

Syngenta AG

Takii and Co., Ltd.

VoloAgri

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