

Carrot Powder Market Size, Share, and Outlook, 2025 Report- By Type (Spray Drying Carrot Powder, Freeze-dried Carrot Powder, Source, Danvers, Nantes, Caracas carrot, Purple Carrot, White Carrot, Yellow Carrot, Others), Packaging (Carton, HDPE Bags, Pouch, Others), Application (RTE Food, Food Supplements, Infant Nutrition, Bakery and Confectionaries, Pet Foods, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Convenience Stores, Online), and Companies, 2021-2032

<https://marketpublishers.com/r/C17EE302E1C4EN.html>

Date: June 2025

Pages: 185

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

ID: C17EE302E1C4EN

Abstracts

Carrot Powder Market Outlook

The global Carrot Powder market is expected to register a growth rate of 7.3% during the forecast period from \$1.8 Billion in 2024 to \$3.2 Billion in 2032. The Carrot Powder 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 Carrot Powder segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Spray Drying Carrot Powder, Freeze-dried Carrot Powder, Source, Danvers, Nantes, Caracas carrot, Purple Carrot, White Carrot, Yellow Carrot, Others), Packaging (Carton, HDPE Bags, Pouch, Others), Application (RTE Food, Food Supplements, Infant Nutrition, Bakery and Confectionaries, Pet Foods, Others),

Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Convenience Stores, Online). Over 70 tables and charts showcase findings from our latest survey report on Carrot Powder markets.

Carrot Powder Market Insights, 2025

In 2025, the carrot powder market is experiencing growth as health-conscious consumers and food manufacturers seek natural, nutrient-dense ingredients for functional foods, beverages, and dietary supplements. Carrot powder provides a rich source of beta-carotene, fiber, and antioxidants, making it ideal for fortifying products with vitamin A precursors and promoting eye health. The convenience and long shelf life of powdered carrots enable incorporation into smoothies, soups, baked goods, and baby foods. Processing technologies such as freeze-drying and spray-drying preserve nutritional quality and color vibrancy. The market benefits from rising demand in vegan and clean-label product segments. Sustainability in carrot farming and processing, including reduced water use and organic cultivation, enhances market appeal. Compliance with food safety and quality regulations ensures product consistency. The carrot powder market exemplifies the trend toward natural, functional ingredients in 2025.

Five Trends that will define global Carrot Powder market in 2025 and Beyond

A closer look at the multi-million global market for Carrot Powder identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Carrot Powder 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 Carrot Powder industry?

The Carrot Powder 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.

Carrot Powder Market Segment Insights

The Carrot Powder industry presents strong offers across categories. The analytical report offers forecasts of Carrot Powder industry performance across segments and countries. Key segments in the industry include By Type (Spray Drying Carrot Powder, Freeze-dried Carrot Powder, Source, Danvers, Nantes, Caracas carrot, Purple Carrot, White Carrot, Yellow Carrot, Others), Packaging (Carton, HDPE Bags, Pouch, Others), Application (RTE Food, Food Supplements, Infant Nutrition, Bakery and Confectionaries, Pet Foods, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Convenience Stores, Online). 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, Carrot Powder 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 Carrot Powder industry ecosystem. It assists decision-makers in evaluating global Carrot Powder market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Carrot Powder 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 Carrot Powder 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 Carrot Powder 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 Carrot Powder 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 Carrot Powder market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Carrot Powder market Insights Executives are most excited about opportunities for the US Carrot Powder industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Carrot Powder 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 Carrot Powder market.

Latin American Carrot Powder 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 Carrot Powder 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 Carrot Powder 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 Carrot Powder markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Carrot Powder 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 R. J. Van Drunen and Sons, Inc., Biofinest Middle East LLC, Chaucer Foods Ltd, DHM Ingredients, Inc., Farmvilla Food Industries Pvt. Ltd., Freeze Dry Foods GmbH, Green Rootz (India) Pvt. Ltd., Halo Foods Ltd., The Kraft Heinz Company, Mercer Foods, LLC, Meviv International Food Ingredients Pvt. Ltd., Qingdao Organicway Bio-Tech Co., Ltd., PENTA PURE FOODS, The Synergy Company, Secret Barn, Urban Platter Pvt. Ltd., Verum Ingredients Inc., Z Natural Foods, LLC.

Carrot Powder Market Scope

Leading Segments

By Type

Spray Drying Carrot Powder

Freeze-dried Carrot Powder

By Source

Danvers

Nantes

Caracas carrot

Purple Carrot

White Carrot

Yellow Carrot

Others

By Packaging

Carton

HDPE Bags

Pouch

Others

By Application

RTE Food

Food Supplements

Infant Nutrition

Bakery and Confectionaries

Pet Foods

Others

By Distribution Channel

Supermarkets and Hypermarkets

Retail Stores

Convenience Stores

Online

Leading Companies

R. J. Van Drunen and Sons, Inc.

Biofinest Middle East LLC

Chaucer Foods Ltd

DHM Ingredients, Inc.

Farmvilla Food Industries Pvt. Ltd.

Freeze Dry Foods GmbH

Green Rootz (India) Pvt. Ltd.

Halo Foods Ltd.

The Kraft Heinz Company

Mercer Foods, LLC

Meviv International Food Ingredients Pvt. Ltd.

Qingdao Organicway Bio-Tech Co., Ltd.

PENTA PURE FOODS

The Synergy Company

Secret Barn

Urban Platter Pvt. Ltd.

Verum Ingredients Inc.

Z Natural Foods, LLC

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.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Carrot Powder Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Carrot Powder Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL CARROT POWDER MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Carrot Powder Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. CARROT POWDER MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Spray Drying Carrot Powder

Freeze-dried Carrot Powder

By Source

Danvers

Nantes

Caracas carrot

Purple Carrot

White Carrot

Yellow Carrot

Others

By Packaging

Carton

HDPE Bags

Pouch

Others

By Application

RTE Food

Food Supplements

Infant Nutrition

Bakery and Confectionaries

Pet Foods

Others

By Distribution Channel
Supermarkets and Hypermarkets
Retail Stores
Convenience Stores
Online

6. GLOBAL CARROT POWDER MARKET OUTLOOK ACROSS GROWTH SCENARIOS

6.1 Low Growth Scenario
6.2 Base/Reference Case
6.3 High Growth Scenario

6. NORTH AMERICA CARROT POWDER MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024
6.2 North America Carrot Powder Market Trends and Growth Opportunities
6.2.1 North America Carrot Powder Market Outlook by Type
6.2.2 North America Carrot Powder Market Outlook by Application
6.3 North America Carrot Powder Market Outlook by Country
6.3.1 The US Carrot Powder Market Outlook, 2021- 2032
6.3.2 Canada Carrot Powder Market Outlook, 2021- 2032
6.3.3 Mexico Carrot Powder Market Outlook, 2021- 2032

7. EUROPE CARROT POWDER MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024
7.2 Europe Carrot Powder Market Trends and Growth Opportunities
7.2.1 Europe Carrot Powder Market Outlook by Type
7.2.2 Europe Carrot Powder Market Outlook by Application
7.3 Europe Carrot Powder Market Outlook by Country
7.3.2 Germany Carrot Powder Market Outlook, 2021- 2032
7.3.3 France Carrot Powder Market Outlook, 2021- 2032
7.3.4 The UK Carrot Powder Market Outlook, 2021- 2032
7.3.5 Spain Carrot Powder Market Outlook, 2021- 2032
7.3.6 Italy Carrot Powder Market Outlook, 2021- 2032
7.3.7 Russia Carrot Powder Market Outlook, 2021- 2032
7.3.8 Rest of Europe Carrot Powder Market Outlook, 2021- 2032

8. ASIA PACIFIC CARROT POWDER MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Carrot Powder Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Carrot Powder Market Outlook by Type
 - 8.2.2 Asia Pacific Carrot Powder Market Outlook by Application
- 8.3 Asia Pacific Carrot Powder Market Outlook by Country
 - 8.3.1 China Carrot Powder Market Outlook, 2021- 2032
 - 8.3.2 India Carrot Powder Market Outlook, 2021- 2032
 - 8.3.3 Japan Carrot Powder Market Outlook, 2021- 2032
 - 8.3.4 South Korea Carrot Powder Market Outlook, 2021- 2032
 - 8.3.5 Australia Carrot Powder Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Carrot Powder Market Outlook, 2021- 2032
 - 8.3.7 Rest of Asia Pacific Carrot Powder Market Outlook, 2021- 2032

9. SOUTH AMERICA CARROT POWDER MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Carrot Powder Market Trends and Growth Opportunities
 - 9.2.1 South America Carrot Powder Market Outlook by Type
 - 9.2.2 South America Carrot Powder Market Outlook by Application
- 9.3 South America Carrot Powder Market Outlook by Country
 - 9.3.1 Brazil Carrot Powder Market Outlook, 2021- 2032
 - 9.3.2 Argentina Carrot Powder Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Carrot Powder Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA CARROT POWDER MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Carrot Powder Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Carrot Powder Market Outlook by Type
 - 10.2.2 Middle East and Africa Carrot Powder Market Outlook by Application
- 10.3 Middle East and Africa Carrot Powder Market Outlook by Country
 - 10.3.1 Saudi Arabia Carrot Powder Market Outlook, 2021- 2032
 - 10.3.2 The UAE Carrot Powder Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Carrot Powder Market Outlook, 2021- 2032
 - 10.3.4 South Africa Carrot Powder Market Outlook, 2021- 2032
 - 10.3.5 Egypt Carrot Powder Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Carrot Powder Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

R. J. Van Drunen and Sons, Inc.
Biofinest Middle East LLC
Chaucer Foods Ltd
DHM Ingredients, Inc.
Farmvilla Food Industries Pvt. Ltd.
Freeze Dry Foods GmbH
Green Rootz (India) Pvt. Ltd.
Halo Foods Ltd.
The Kraft Heinz Company
Mercer Foods, LLC
Meviv International Food Ingredients Pvt. Ltd.
Qingdao Organicway Bio-Tech Co., Ltd.
PENTA PURE FOODS
The Synergy Company
Secret Barn
Urban Platter Pvt. Ltd.
Verum Ingredients Inc.
Z Natural Foods, LLC

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

I would like to order

Product name: Carrot Powder Market Size, Share, and Outlook, 2025 Report- By Type (Spray Drying Carrot Powder, Freeze-dried Carrot Powder, Source, Danvers, Nantes, Caracas carrot, Purple Carrot, White Carrot, Yellow Carrot, Others), Packaging (Carton, HDPE Bags, Pouch, Others), Application (RTE Food, Food Supplements, Infant Nutrition, Bakery and Confectionaries, Pet Foods, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Convenience Stores, Online), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/C17EE302E1C4EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C17EE302E1C4EN.html>