

Cranberry Extracts Market Size, Trends, Analysis, and Outlook By Type (Liquid, Dried, Powder), By Application (Food And Beverages, Pharmaceuticals, Nutraceuticals, Confectionary, Personal Care, Beauty Products, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/C09975781179EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: C09975781179EN

Abstracts

Global Cranberry Extracts Market Size is valued at \$142.1 Million in 2024 and is forecast to register a growth rate (CAGR) of 6.3% to reach \$231.7 Million by 2032.

The cranberry extracts market is driven by the rising demand for natural ingredients in functional foods, beverages, and nutraceuticals. Cranberry's well-known health benefits, particularly for urinary tract health and its high antioxidant content, are key selling points in supplements and functional beverages. Clean-label trends are pushing manufacturers to develop cranberry extracts free from synthetic additives, while innovations in extraction technology are improving the potency and purity of these products. The rise in vegan and plant-based diets is also boosting demand for cranberry extracts as natural flavor enhancers and health supplements.

Cranberry Extracts Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Cranberry Extracts survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Cranberry Extracts industry.

Key market trends defining the global Cranberry Extracts demand in 2025 and Beyond

The Cranberry Extracts industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Cranberry Extracts Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Cranberry Extracts industry

Leading Cranberry Extracts companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Cranberry Extracts companies.

Cranberry Extracts Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Cranberry Extracts Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Cranberry Extracts industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Cranberry Extracts Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Cranberry Extracts Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Cranberry Extracts market segments. Similarly, strong market demand encourages Canadian Cranberry Extracts companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Cranberry Extracts Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Cranberry Extracts industry remains the major market for companies in the European Cranberry Extracts industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Cranberry Extracts market fostering both domestic and international interest. Leading

brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Cranberry Extracts Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Cranberry Extracts in Asia Pacific. In particular, China, India, and South East Asian Cranberry Extracts markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Cranberry Extracts Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Cranberry Extracts Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Cranberry Extracts market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Cranberry Extracts.

Cranberry Extracts Company Profiles

The global Cranberry Extracts market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Amway Corp, Gaia Herbs,

Nature'S Best, Nature's Way, NOW Foods, Ocean Spray, Pharmavite, RB, SWISSE, The Green Labs.

Recent Cranberry Extracts Market Developments

The global Cranberry Extracts market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Cranberry Extracts Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Cranberry Extracts Market Size, Trends, Analysis, and Outlook By Type (Liquid, Dried, Powder), By Application...

Liquid

Dried

Powder

By Application

Food And Beverages

Pharmaceuticals

Nutraceuticals

Confectionary

Personal Care

Beauty Products

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Amway Corp

Gaia Herbs

Nature'S Best

Nature's Way

NOW Foods

Ocean Spray

Pharmavite

RB

SWISSE

The Green Labs

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. CRANBERRY EXTRACTS MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Cranberry Extracts Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Cranberry Extracts Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Cranberry Extracts Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Cranberry Extracts Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Cranberry Extracts Market Outlook to 2032

CHAPTER 5: CRANBERRY EXTRACTS MARKET DYNAMICS

Cranberry Extracts Market Size, Trends, Analysis, and Outlook By Type (Liquid, Dried, Powder), By Application...

- 5.1 Key Cranberry Extracts Market Trends
- 5.2 Potential Cranberry Extracts Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL CRANBERRY EXTRACTS MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Type
 - Liquid
 - Dried
 - Powder
- Application
 - Food And Beverages
 - Pharmaceuticals
 - Nutraceuticals
 - Confectionary
 - Personal Care
 - Beauty Products
 - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA CRANBERRY EXTRACTS MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Type
 - Liquid
 - Dried
 - Powder
- Application
 - Food And Beverages
 - Pharmaceuticals
 - Nutraceuticals
 - Confectionary
 - Personal Care
 - Beauty Products
 - Others

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Cranberry Extracts Market Size Forecast, 2021- 2032

7.3.2 Canada Cranberry Extracts Market Size Forecast, 2021- 2032

7.3.3 Mexico Cranberry Extracts Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE CRANBERRY EXTRACTS MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Type

Liquid

Dried

Powder

Application

Food And Beverages

Pharmaceuticals

Nutraceuticals

Confectionary

Personal Care

Beauty Products

Others

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Cranberry Extracts Market Size Forecast, 2021- 2032

8.3.2 France Cranberry Extracts Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Cranberry Extracts Market Size Forecast, 2021- 2032

8.3.4 Spain Cranberry Extracts Market Size Forecast, 2021- 2032

8.3.5 Italy Cranberry Extracts Market Size Forecast, 2021- 2032

8.3.6 Russia Cranberry Extracts Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Cranberry Extracts Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC CRANBERRY EXTRACTS MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Type

Liquid

Dried

Powder

Application

Food And Beverages

Pharmaceuticals

Nutraceuticals

Confectionary

Personal Care

Beauty Products

Others

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Cranberry Extracts Market Size Forecast, 2021- 2032

9.3.2 India Cranberry Extracts Market Size Forecast, 2021- 2032

9.3.3 Japan Cranberry Extracts Market Size Forecast, 2021- 2032

9.3.4 South Korea Cranberry Extracts Market Size Forecast, 2021- 2032

9.3.5 Australia Cranberry Extracts Market Size Forecast, 2021- 2032

9.3.6 South East Asia Cranberry Extracts Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Cranberry Extracts Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA CRANBERRY EXTRACTS MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Type

Liquid

Dried

Powder

Application

Food And Beverages

Pharmaceuticals

Nutraceuticals

Confectionary

Personal Care

Beauty Products

Others

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Cranberry Extracts Market Size Forecast, 2021- 2032

10.3.2 Argentina Cranberry Extracts Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Cranberry Extracts Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA CRANBERRY EXTRACTS MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Type

Liquid

Dried

Powder

Application

Food And Beverages

Pharmaceuticals

Nutraceuticals

Confectionary

Personal Care

Beauty Products

Others

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Cranberry Extracts Market Size Forecast, 2021- 2032

11.3.2 The UAE Cranberry Extracts Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Cranberry Extracts Market Size Forecast, 2021- 2032

11.3.4 South Africa Cranberry Extracts Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Cranberry Extracts Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Amway Corp

Gaia Herbs

Nature'S Best

Nature's Way

NOW Foods

Ocean Spray

Pharmavite

RB

SWISSE

The Green Labs

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Cranberry Extracts Market Outlook by Type, 2021- 2032

Figure 6: Global Cranberry Extracts Market Outlook by Application, 2021- 2032

Figure 7: Global Cranberry Extracts Market Outlook by Region, 2021- 2032

Figure 8: North America Cranberry Extracts Market Snapshot, Q4-2024

Figure 9: North America Cranberry Extracts Market Size Forecast by Type, 2021- 2032

Figure 10: North America Cranberry Extracts Market Size Forecast by Application, 2021- 2032

Figure 11: North America Cranberry Extracts Market Share by Country, 2023

Figure 12: Europe Cranberry Extracts Market Snapshot, Q4-2024

Figure 13: Europe Cranberry Extracts Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Cranberry Extracts Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Cranberry Extracts Market Share by Country, 2023

Figure 16: Asia Pacific Cranberry Extracts Market Snapshot, Q4-2024

Figure 17: Asia Pacific Cranberry Extracts Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Cranberry Extracts Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Cranberry Extracts Market Share by Country, 2023

Figure 20: South America Cranberry Extracts Market Snapshot, Q4-2024

Figure 21: South America Cranberry Extracts Market Size Forecast by Type, 2021- 2032

Figure 22: South America Cranberry Extracts Market Size Forecast by Application, 2021- 2032

Figure 23: South America Cranberry Extracts Market Share by Country, 2023

Figure 24: Middle East and Africa Cranberry Extracts Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Cranberry Extracts Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Cranberry Extracts Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Cranberry Extracts Market Share by Country, 2023

Figure 28: United States Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Cranberry Extracts Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation
Table 2: Global Cranberry Extracts Market Size Outlook, \$Million, 2021 to 2032
Table 3: Low Case Scenario Forecasts
Table 4: Reference Case Scenario Forecasts
Table 5: High Growth Scenario Forecasts
Table 6: Global Cranberry Extracts Market Size Outlook by Segments, 2021- 2032
Table 7: Global Cranberry Extracts Market Size Outlook by Region, 2021- 2032
Table 8: Country Mapping, 2023 vs. 2032
Table 9: North America- Cranberry Extracts Market Outlook by Type, 2021- 2032
Table 10: North America- Cranberry Extracts Market Outlook by Country, 2021- 2032
Table 11: Europe - Cranberry Extracts Market Outlook by Type, 2021- 2032
Table 12: Europe - Cranberry Extracts Market Outlook by Country, 2021- 2032
Table 13: Asia Pacific - Cranberry Extracts Market Outlook by Type, 2021- 2032
Table 14: Asia Pacific - Cranberry Extracts Market Outlook by Country, 2021- 2032
Table 15: South America- Cranberry Extracts Market Outlook by Type, 2021- 2032
Table 16: South America- Cranberry Extracts Market Outlook by Country, 2021- 2032
Table 17: Middle East and Africa - Cranberry Extracts Market Outlook by Type, 2021- 2032
Table 18: Middle East and Africa - Cranberry Extracts Market Outlook by Country, 2021- 2032
Table 19: Business Snapshots of Leading Cranberry Extracts Companies
Table 20: Product Profiles of Leading Cranberry Extracts Companies
Table 21: SWOT Profiles of Leading Cranberry Extracts Companies

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