

# **Kava Extract Supplements Market Size, Trends, Analysis, and Outlook By Type (Tablets, Powder, Liquid), By Distribution Channel (Online, Offline), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/KAFC87A62599EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: KAFC87A62599EN

## **Abstracts**

Global Kava Extract Supplements Market Size is valued at \$1.8 Billion in 2024 and is forecast to register a growth rate (CAGR) of 13.6% to reach \$5 Billion by 2032.

The kava extract supplements market is experiencing growth due to the increasing consumer interest in natural remedies for relaxation and stress relief. Kava, known for its calming effects, is gaining popularity among health-conscious consumers. The trend towards holistic wellness and the rising demand for alternative therapies are driving innovation in kava formulations, enhancing market potential.

Kava Extract Supplements 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 Kava Extract Supplements 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 Kava Extract Supplements industry.

Key market trends defining the global Kava Extract Supplements demand in 2025 and Beyond

The Kava Extract Supplements 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.

## Kava Extract Supplements 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 Kava Extract Supplements industry

Leading Kava Extract Supplements 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 Kava Extract Supplements companies.

### Kava Extract Supplements 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.

## Kava Extract Supplements Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Kava Extract Supplements 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.

## Kava Extract Supplements 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 Kava Extract Supplements 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 Kava Extract Supplements market segments. Similarly, strong market demand encourages Canadian Kava Extract Supplements companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

## Europe Kava Extract Supplements Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Kava Extract Supplements industry remains the major market for companies in the European Kava Extract Supplements 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 Kava Extract Supplements 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 Kava Extract Supplements 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 Kava Extract Supplements in Asia Pacific. In particular, China, India, and South East Asian Kava Extract Supplements 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 Kava Extract Supplements 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 Kava Extract Supplements 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 Kava Extract Supplements market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Kava Extract Supplements.

#### Kava Extract Supplements Company Profiles

The global Kava Extract Supplements 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 Eclectic Institute, Gaia Herbs, Maui Medicinal Herbs, Natrol, Nature's Answer, NOW Foods, Oregon's Wild Harvest, Pure Mountain Botanicals, VH Nutrition.

## Recent Kava Extract Supplements Market Developments

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

## Kava Extract Supplements 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

Tablets

Powder

Liquid

By Distribution Channel

Online

Offline

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Eclectic Institute

Gaia Herbs

Maui Medicinal Herbs

Natrol

Nature's Answer

NOW Foods

Oregon's Wild Harvest

Pure Mountain Botanicals

VH Nutrition

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. KAVA EXTRACT SUPPLEMENTS MARKET OVERVIEW- 2025**

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

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Kava Extract Supplements 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 Kava Extract Supplements Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Kava Extract Supplements Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Kava Extract Supplements Market Outlook to 2032



2032

## **CHAPTER 5: KAVA EXTRACT SUPPLEMENTS MARKET DYNAMICS**

5.1 Key Kava Extract Supplements Market Trends

5.2 Potential Kava Extract Supplements Market Opportunities

5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL KAVA EXTRACT SUPPLEMENTS MARKET ANALYSIS AND OUTLOOK TO 2032**

6.1 Global Market Outlook by Segments, 2021 to 2032

6.2 Type

Tablets

Powder

Liquid

Distribution Channel

Online

Offline

6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA KAVA EXTRACT SUPPLEMENTS MARKET ANALYSIS AND OUTLOOK TO 2032**

7.1 North America Market Outlook by Segments, 2021- 2032

7.2 Type

Tablets

Powder

Liquid

Distribution Channel

Online

Offline

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Kava Extract Supplements Market Size Forecast, 2021- 2032

7.3.2 Canada Kava Extract Supplements Market Size Forecast, 2021- 2032

7.3.3 Mexico Kava Extract Supplements Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE KAVA EXTRACT SUPPLEMENTS MARKET ANALYSIS AND OUTLOOK TO 2032**

## 8.1 Europe Market Outlook by Segments, 2021- 2032

### 8.2 Type

Tablets

Powder

Liquid

Distribution Channel

Online

Offline

## 8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Kava Extract Supplements Market Size Forecast, 2021- 2032

8.3.2 France Kava Extract Supplements Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Kava Extract Supplements Market Size Forecast, 2021- 2032

8.3.4 Spain Kava Extract Supplements Market Size Forecast, 2021- 2032

8.3.5 Italy Kava Extract Supplements Market Size Forecast, 2021- 2032

8.3.6 Russia Kava Extract Supplements Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Kava Extract Supplements Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC KAVA EXTRACT SUPPLEMENTS MARKET ANALYSIS AND OUTLOOK TO 2032**

## 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

### 9.2 Type

Tablets

Powder

Liquid

Distribution Channel

Online

Offline

## 9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Kava Extract Supplements Market Size Forecast, 2021- 2032

9.3.2 India Kava Extract Supplements Market Size Forecast, 2021- 2032

9.3.3 Japan Kava Extract Supplements Market Size Forecast, 2021- 2032

9.3.4 South Korea Kava Extract Supplements Market Size Forecast, 2021- 2032

9.3.5 Australia Kava Extract Supplements Market Size Forecast, 2021- 2032

9.3.6 South East Asia Kava Extract Supplements Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Kava Extract Supplements Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA KAVA EXTRACT SUPPLEMENTS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 10.1 South America Market Outlook by Segments, 2021- 2032

#### 10.2 Type

Tablets

Powder

Liquid

Distribution Channel

Online

Offline

### 10.3 South America Market Outlook by Country, 2021- 2032

#### 10.3.1 Brazil Kava Extract Supplements Market Size Forecast, 2021- 2032

#### 10.3.2 Argentina Kava Extract Supplements Market Size Forecast, 2021- 2032

#### 10.3.3 Rest of South America Kava Extract Supplements Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA KAVA EXTRACT SUPPLEMENTS MARKET ANALYSIS AND OUTLOOK TO 2032**

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

#### 11.2 Type

Tablets

Powder

Liquid

Distribution Channel

Online

Offline

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

#### 11.3.1 Saudi Arabia Kava Extract Supplements Market Size Forecast, 2021- 2032

#### 11.3.2 The UAE Kava Extract Supplements Market Size Forecast, 2021- 2032

#### 11.3.3 Rest of Middle East Kava Extract Supplements Market Size Forecast, 2021- 2032

#### 11.3.4 South Africa Kava Extract Supplements Market Size Forecast, 2021- 2032

#### 11.3.4 Rest of Africa Kava Extract Supplements 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 Eclectic Institute

Gaia Herbs

Maui Medicinal Herbs

Natrol

Nature's Answer

NOW Foods

Oregon's Wild Harvest

Pure Mountain Botanicals

VH Nutrition

## **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 Kava Extract Supplements Market Outlook by Type, 2021- 2032

Figure 6: Global Kava Extract Supplements Market Outlook by Application, 2021- 2032

Figure 7: Global Kava Extract Supplements Market Outlook by Region, 2021- 2032

Figure 8: North America Kava Extract Supplements Market Snapshot, Q4-2024

Figure 9: North America Kava Extract Supplements Market Size Forecast by Type, 2021- 2032

Figure 10: North America Kava Extract Supplements Market Size Forecast by Application, 2021- 2032

Figure 11: North America Kava Extract Supplements Market Share by Country, 2023

Figure 12: Europe Kava Extract Supplements Market Snapshot, Q4-2024

Figure 13: Europe Kava Extract Supplements Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Kava Extract Supplements Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Kava Extract Supplements Market Share by Country, 2023

Figure 16: Asia Pacific Kava Extract Supplements Market Snapshot, Q4-2024

Figure 17: Asia Pacific Kava Extract Supplements Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Kava Extract Supplements Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Kava Extract Supplements Market Share by Country, 2023

Figure 20: South America Kava Extract Supplements Market Snapshot, Q4-2024

Figure 21: South America Kava Extract Supplements Market Size Forecast by Type, 2021- 2032

Figure 22: South America Kava Extract Supplements Market Size Forecast by Application, 2021- 2032

Figure 23: South America Kava Extract Supplements Market Share by Country, 2023

Figure 24: Middle East and Africa Kava Extract Supplements Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Kava Extract Supplements Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Kava Extract Supplements Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Kava Extract Supplements Market Share by Country, 2023

Figure 28: United States Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Kava Extract Supplements Market Size Outlook, \$ Million,

2021- 2032

Figure 49: UAE Kava Extract Supplements Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Kava Extract Supplements 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 Kava Extract Supplements 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 Kava Extract Supplements Market Size Outlook by Segments, 2021-2032

Table 7: Global Kava Extract Supplements Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Kava Extract Supplements Market Outlook by Type, 2021-2032

Table 10: North America- Kava Extract Supplements Market Outlook by Country, 2021-2032

Table 11: Europe - Kava Extract Supplements Market Outlook by Type, 2021- 2032

Table 12: Europe - Kava Extract Supplements Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Kava Extract Supplements Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Kava Extract Supplements Market Outlook by Country, 2021-2032

Table 15: South America- Kava Extract Supplements Market Outlook by Type, 2021-2032

Table 16: South America- Kava Extract Supplements Market Outlook by Country, 2021-2032

Table 17: Middle East and Africa - Kava Extract Supplements Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Kava Extract Supplements Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Kava Extract Supplements Companies

Table 20: Product Profiles of Leading Kava Extract Supplements Companies

Table 21: SWOT Profiles of Leading Kava Extract Supplements Companies



## I would like to order

Product name: Kava Extract Supplements Market Size, Trends, Analysis, and Outlook By Type (Tablets, Powder, Liquid), By Distribution Channel (Online, Offline), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/KAFC87A62599EN.html>

Price: US\$ 3,582.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/KAFC87A62599EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970