

# **Natural Spirulina Market Size, Trends, Analysis, and Outlook By Application (Food and Beverages, Nutraceuticals, Personal Care, Animal Feed), By Form (Powder, Tablets/Capsules), By Distribution Channel (Online, Offline), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Natural Spirulina Market Size is valued at \$510.3 Million in 2024 and is forecast to register a growth rate (CAGR) of 10.8% to reach \$1159.2 Million by 2032.

The natural spirulina market is expanding due to rising consumer awareness of its health benefits, including its high protein and nutrient content. The trend towards plant-based diets and superfoods is driving demand for spirulina products in dietary supplements, smoothies, and food applications. Innovations in processing and formulation are enhancing market opportunities for manufacturers, encouraging the development of new spirulina-based products.

### **Natural Spirulina 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 Natural Spirulina 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 Natural Spirulina industry.

Key market trends defining the global Natural Spirulina demand in 2025 and Beyond

The Natural Spirulina 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.

## Natural Spirulina 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 Natural Spirulina industry

Leading Natural Spirulina 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 Natural Spirulina companies.

### Natural Spirulina 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.

## Natural Spirulina Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Natural Spirulina 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.

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

## Europe Natural Spirulina Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

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

**Natural Spirulina Company Profiles**

The global Natural Spirulina 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 Algene Biotech Group, Chr. Hansen Holding A/S, Cyanotech Corp, DIC Corp, Dongtai City Spirulina Bio-engineering Co. Ltd, Earthrise Nutritionals LLC, Fuqing King Dnarmsa Spirulina Co. Ltd, Guangzhou Endless Biotech Co. Ltd, Now Health Group Inc, Sensient Technologies Corp.

## Recent Natural Spirulina Market Developments

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

## Natural Spirulina 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 Application

Food and Beverages

Nutraceuticals

Personal Care

Animal Feed

By Form

Powder

Tablets/Capsules

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

Algene Biotech Group

Chr. Hansen Holding A/S

Cyanotech Corp

DIC Corp

Dongtai City Spirulina Bio-engineering Co. Ltd

Earthrise Nutritionals LLC

Fuqing King Dharma Spirulina Co. Ltd

Guangzhou Endless Biotech Co. Ltd

Now Health Group Inc

Sensient Technologies Corp

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. NATURAL SPIRULINA MARKET OVERVIEW- 2025**

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

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

- 3.1 Natural Spirulina 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 Natural Spirulina Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Natural Spirulina Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Natural Spirulina Market Outlook to 2032

### **CHAPTER 5: NATURAL SPIRULINA MARKET DYNAMICS**

*Natural Spirulina Market Size, Trends, Analysis, and Outlook By Application (Food and Beverages, Nutraceutical...*



- 5.1 Key Natural Spirulina Market Trends
- 5.2 Potential Natural Spirulina Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL NATURAL SPIRULINA MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
  - 6.2 Application
    - Food and Beverages
    - Nutraceuticals
    - Personal Care
    - Animal Feed
  - Form
    - Powder
    - Tablets/Capsules
  - Distribution Channel
    - Online
    - Offline
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA NATURAL SPIRULINA MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
  - 7.2 Application
    - Food and Beverages
    - Nutraceuticals
    - Personal Care
    - Animal Feed
  - Form
    - Powder
    - Tablets/Capsules
  - Distribution Channel
    - Online
    - Offline
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Natural Spirulina Market Size Forecast, 2021- 2032

7.3.2 Canada Natural Spirulina Market Size Forecast, 2021- 2032

7.3.3 Mexico Natural Spirulina Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE NATURAL SPIRULINA MARKET ANALYSIS AND OUTLOOK TO 2032**

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Application

Food and Beverages

Nutraceuticals

Personal Care

Animal Feed

Form

Powder

Tablets/Capsules

Distribution Channel

Online

Offline

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Natural Spirulina Market Size Forecast, 2021- 2032

8.3.2 France Natural Spirulina Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Natural Spirulina Market Size Forecast, 2021- 2032

8.3.4 Spain Natural Spirulina Market Size Forecast, 2021- 2032

8.3.5 Italy Natural Spirulina Market Size Forecast, 2021- 2032

8.3.6 Russia Natural Spirulina Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Natural Spirulina Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC NATURAL SPIRULINA MARKET ANALYSIS AND OUTLOOK TO 2032**

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Application

Food and Beverages

Nutraceuticals

Personal Care

Animal Feed

Form

Powder

Tablets/Capsules

Distribution Channel

Online

Offline

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Natural Spirulina Market Size Forecast, 2021- 2032

9.3.2 India Natural Spirulina Market Size Forecast, 2021- 2032

9.3.3 Japan Natural Spirulina Market Size Forecast, 2021- 2032

9.3.4 South Korea Natural Spirulina Market Size Forecast, 2021- 2032

9.3.5 Australia Natural Spirulina Market Size Forecast, 2021- 2032

9.3.6 South East Asia Natural Spirulina Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Natural Spirulina Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA NATURAL SPIRULINA MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Application

Food and Beverages

Nutraceuticals

Personal Care

Animal Feed

Form

Powder

Tablets/Capsules

Distribution Channel

Online

Offline

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Natural Spirulina Market Size Forecast, 2021- 2032

10.3.2 Argentina Natural Spirulina Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Natural Spirulina Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA NATURAL SPIRULINA MARKET ANALYSIS AND OUTLOOK TO 2032**

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

11.2 Application

Food and Beverages

Nutraceuticals

Personal Care

Animal Feed

Form

Powder

Tablets/Capsules

Distribution Channel

Online

Offline

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

11.3.1 Saudi Arabia Natural Spirulina Market Size Forecast, 2021- 2032

11.3.2 The UAE Natural Spirulina Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Natural Spirulina Market Size Forecast, 2021- 2032

11.3.4 South Africa Natural Spirulina Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Natural Spirulina 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 Algene Biotech Group

Chr. Hansen Holding A/S

Cyanotech Corp

DIC Corp

Dongtai City Spirulina Bio-engineering Co. Ltd

Earthrise Nutritionals LLC

Fuqing King Dharma Spirulina Co. Ltd

Guangzhou Endless Biotech Co. Ltd

Now Health Group Inc

Sensient Technologies Corp

## **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 Natural Spirulina Market Outlook by Type, 2021- 2032

Figure 6: Global Natural Spirulina Market Outlook by Application, 2021- 2032

Figure 7: Global Natural Spirulina Market Outlook by Region, 2021- 2032

Figure 8: North America Natural Spirulina Market Snapshot, Q4-2024

Figure 9: North America Natural Spirulina Market Size Forecast by Type, 2021- 2032

Figure 10: North America Natural Spirulina Market Size Forecast by Application, 2021- 2032

Figure 11: North America Natural Spirulina Market Share by Country, 2023

Figure 12: Europe Natural Spirulina Market Snapshot, Q4-2024

Figure 13: Europe Natural Spirulina Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Natural Spirulina Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Natural Spirulina Market Share by Country, 2023

Figure 16: Asia Pacific Natural Spirulina Market Snapshot, Q4-2024

Figure 17: Asia Pacific Natural Spirulina Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Natural Spirulina Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Natural Spirulina Market Share by Country, 2023

Figure 20: South America Natural Spirulina Market Snapshot, Q4-2024

Figure 21: South America Natural Spirulina Market Size Forecast by Type, 2021- 2032

Figure 22: South America Natural Spirulina Market Size Forecast by Application, 2021- 2032

Figure 23: South America Natural Spirulina Market Share by Country, 2023

Figure 24: Middle East and Africa Natural Spirulina Market Snapshot, Q4-2024

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

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

Figure 27: Middle East and Africa Natural Spirulina Market Share by Country, 2023

Figure 28: United States Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

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

Figure 38: China Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

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

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

Figure 45: Brazil Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

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

Figure 48: Saudi Arabia Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Natural Spirulina Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Natural Spirulina 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 Natural Spirulina 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 Natural Spirulina Market Size Outlook by Segments, 2021- 2032

Table 7: Global Natural Spirulina Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Natural Spirulina Market Outlook by Type, 2021- 2032

Table 10: North America- Natural Spirulina Market Outlook by Country, 2021- 2032

Table 11: Europe - Natural Spirulina Market Outlook by Type, 2021- 2032

Table 12: Europe - Natural Spirulina Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Natural Spirulina Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Natural Spirulina Market Outlook by Country, 2021- 2032

Table 15: South America- Natural Spirulina Market Outlook by Type, 2021- 2032

Table 16: South America- Natural Spirulina Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Natural Spirulina Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Natural Spirulina Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Natural Spirulina Companies

Table 20: Product Profiles of Leading Natural Spirulina Companies

Table 21: SWOT Profiles of Leading Natural Spirulina Companies



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