

Spirulina Powder Market Size, Share, and Outlook, 2025 Report- By Type (Organic, Conventional), Application (Cosmetics and Personal Care, Pharmaceutical and Nutraceuticals, Food and Beverages, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Specialty Retailers, Online), and Companies, 2021-2032

<https://marketpublishers.com/r/S547D9C23FC7EN.html>

Date: June 2025

Pages: 185

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

ID: S547D9C23FC7EN

Abstracts

Spirulina Powder Market Outlook

The global Spirulina Powder market is expected to register a growth rate of 7.8% during the forecast period from \$538.5 Billion in 2024 to \$982.1 Billion in 2032. The Spirulina 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 Spirulina Powder segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Organic, Conventional), Application (Cosmetics and Personal Care, Pharmaceutical and Nutraceuticals, Food and Beverages, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Specialty Retailers, Online). Over 70 tables and charts showcase findings from our latest survey report on Spirulina Powder markets.

Spirulina Powder Market Insights, 2025

The spirulina powder market is experiencing significant growth driven by rising consumer awareness of its health benefits, including high protein content, essential amino acids, antioxidants, and vitamins. Derived from blue-green algae, spirulina is used widely as a dietary supplement and functional food ingredient. It appeals to health-conscious consumers, vegans, and athletes seeking natural, plant-based nutrition. The market is expanding across dietary supplements, smoothies, energy bars, and cosmetics. Sustainability and eco-friendly production methods enhance spirulina's appeal amid growing demand for clean-label superfoods. Innovations focus on improving taste and solubility for easier incorporation into food and beverage products. The market faces challenges such as production scalability and regulatory approvals but continues to grow with increasing global health trends and wellness awareness.

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

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

The Spirulina 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.

Spirulina Powder Market Segment Insights

The Spirulina Powder industry presents strong offers across categories. The analytical report offers forecasts of Spirulina Powder industry performance across segments and countries. Key segments in the industry include By Type (Organic, Conventional), Application (Cosmetics and Personal Care, Pharmaceutical and Nutraceuticals, Food and Beverages, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Specialty Retailers, 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, Spirulina 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 Spirulina Powder industry ecosystem. It assists decision-makers in evaluating global Spirulina Powder market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

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

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

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

Competitive Landscape How Spirulina 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 DIC Corporation, E.I.D. Parry (India) Limited, Cyanotech Corporation, NOW Health Group, Inc., Bardakci Group, Naturya (Archangel Holdings Ltd.), Aim Grow Biotech, Earthrise Nutritionals LLC (DIC Corporation), Penn Herb Company, Ltd., Algene Biotech, AK Biotech, Arwind Enterprise.

Spirulina Powder Market Scope

Leading Segments

By Type

Organic

Conventional

By Application

Cosmetics and Personal Care

Pharmaceutical and Nutraceuticals

Food and Beverages

Others

By Distribution Channel

Supermarkets and Hypermarkets

Retail Stores

Specialty Retailers

Online

Leading Companies

DIC Corporation

E.I.D. Parry (India) Limited

Cyanotech Corporation

NOW Health Group, Inc.

Bardakci Group

Naturya (Archangel Holdings Ltd.)

Aim Grow Biotech

Earthrise Nutritionals LLC (DIC Corporation)

Penn Herb Company, Ltd.

Algene Biotech

AK Biotech

Arwind Enterprise

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 America Brazil, Argentina, Others

Middle East and Africa Saudi 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 Spirulina Powder Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Spirulina 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 SPIRULINA 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 Spirulina 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. SPIRULINA 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
 - Organic
 - Conventional
- By Application
 - Cosmetics and Personal Care
 - Pharmaceutical and Nutraceuticals
 - Food and Beverages
 - Others
- By Distribution Channel
 - Supermarkets and Hypermarkets
 - Retail Stores
 - Specialty Retailers
 - Online

6. GLOBAL SPIRULINA POWDER MARKET OUTLOOK ACROSS GROWTH SCENARIOS

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

6. NORTH AMERICA SPIRULINA POWDER MARKET SIZE OUTLOOK

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

7. EUROPE SPIRULINA POWDER MARKET SIZE OUTLOOK

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

8. ASIA PACIFIC SPIRULINA POWDER MARKET SIZE OUTLOOK

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

9. SOUTH AMERICA SPIRULINA POWDER MARKET SIZE OUTLOOK

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

10. MIDDLE EAST AND AFRICA SPIRULINA POWDER MARKET SIZE OUTLOOK

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

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - DIC Corporation
 - E.I.D. Parry (India) Limited
 - Cyanotech Corporation
 - NOW Health Group, Inc.
 - Bardakci Group
 - Naturya (Archangel Holdings Ltd.)
 - Aim Grow Biotech
 - Earthrise Nutritionals LLC (DIC Corporation)
 - Penn Herb Company, Ltd.
 - Algene Biotech

AK Biotech

Arwind Enterprise

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

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