

# **Wheatgrass Powder Market Size, Share, and Outlook, 2025 Report- By Type (Green Fine Powder, Brown Fine Powder), Source (Organic, Conventional), Packaging (HDPE Packaging, Poly Bag, Packets, Container, Others), Application (Food and Beverages, Beauty and Cosmetics, Medicine, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032**

<https://marketpublishers.com/r/W3B656A3DDDDEN.html>

Date: June 2025

Pages: 185

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

ID: W3B656A3DDDDEN

## **Abstracts**

### Wheatgrass Powder Market Outlook

The global Wheatgrass Powder market is expected to register a growth rate of 6.7% during the forecast period from \$210.4 Billion in 2024 to \$353.5 Billion in 2032. The Wheatgrass 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 Wheatgrass Powder segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Green Fine Powder, Brown Fine Powder), Source (Organic, Conventional), Packaging (HDPE Packaging, Poly Bag, Packets, Container, Others), Application (Food and Beverages, Beauty and Cosmetics, Medicine, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Wheatgrass Powder markets.

### Wheatgrass Powder Market Insights, 2025

The Wheatgrass Powder Market in 2025 capitalizes on the growing trend toward superfoods and natural health supplements. Wheatgrass powder, derived from young

wheat shoots, is valued for its high concentration of antioxidants, vitamins, minerals, and chlorophyll. It is widely consumed in smoothies, juices, dietary supplements, and functional foods. The market growth is propelled by rising consumer preference for plant-based nutrition, detoxification, and immunity boosting. Product innovations focus on organic certifications, clean-label claims, and convenient packaging formats. Distribution channels include health food stores, e-commerce platforms, and natural product retailers, targeting wellness-conscious consumers worldwide.

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

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

The Wheatgrass 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.

### Wheatgrass Powder Market Segment Insights

The Wheatgrass Powder industry presents strong offers across categories. The analytical report offers forecasts of Wheatgrass Powder industry performance across segments and countries. Key segments in the industry include By Type (Green Fine Powder, Brown Fine Powder), Source (Organic, Conventional), Packaging (HDPE Packaging, Poly Bag, Packets, Container, Others), Application (Food and Beverages, Beauty and Cosmetics, Medicine, Others), Distribution Channel (Online, Offline). 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, Wheatgrass 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 Wheatgrass Powder industry ecosystem. It assists decision-makers in evaluating global Wheatgrass Powder market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

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

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

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

growth.

## Competitive Landscape How Wheatgrass 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 Nature's Power Nutraceuticals Corp., Jianmar LLC, Girmes Wheatgrass, Pines International, Inc., NOW Foods, Terrasoul Superfoods, Herbco International Inc., Nature's Path Foods, Synergy Natural, Navitas Organics, Green Source Organics, Family Farm Organics International Ltd, Nutriblade, Naturya, ABE'S Organics.

## Wheatgrass Powder Market Scope

### Leading Segments

#### By Type

Green Fine Powder

Brown Fine Powder

#### By Source

Organic

Conventional

#### By Packaging

HDPE packaging

Poly Bag

Packets

Container

Others

By Application

Food and Beverages

Beauty and Cosmetics

Medicine

Others

By Distribution Channel

Online

Offline

Leading Companies

Nature's Power Nutraceuticals Corp.

Jianmar LLC

Girmes Wheatgrass

Pines International, Inc.

NOW Foods

Terrasoul Superfoods

Herbco International Inc.

Nature's Path Foods

Synergy Natural

Navitas Organics

Green Source Organics

Family Farm Organics International Ltd

Nutriblade

Naturya

ABE'S Organics

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 Wheatgrass Powder Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Wheatgrass 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 WHEATGRASS 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 Wheatgrass 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. WHEATGRASS 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

Green Fine Powder

Brown Fine Powder

### By Source

Organic

Conventional

### By Packaging

HDPE packaging

Poly Bag

Packets

Container

Others

### By Application

Food and Beverages

Beauty and Cosmetics

Medicine

Others

### By Distribution Channel

Online

Offline

## **6. GLOBAL WHEATGRASS POWDER MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

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

## **6. NORTH AMERICA WHEATGRASS POWDER MARKET SIZE OUTLOOK**

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

## **7. EUROPE WHEATGRASS POWDER MARKET SIZE OUTLOOK**

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

## **8. ASIA PACIFIC WHEATGRASS POWDER MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Wheatgrass Powder Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Wheatgrass Powder Market Outlook by Type
  - 8.2.2 Asia Pacific Wheatgrass Powder Market Outlook by Application
- 8.3 Asia Pacific Wheatgrass Powder Market Outlook by Country
  - 8.3.1 China Wheatgrass Powder Market Outlook, 2021- 2032

- 8.3.2 India Wheatgrass Powder Market Outlook, 2021- 2032
- 8.3.3 Japan Wheatgrass Powder Market Outlook, 2021- 2032
- 8.3.4 South Korea Wheatgrass Powder Market Outlook, 2021- 2032
- 8.3.5 Australia Wheatgrass Powder Market Outlook, 2021- 2032
- 8.3.6 South East Asia Wheatgrass Powder Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Wheatgrass Powder Market Outlook, 2021- 2032

## **9. SOUTH AMERICA WHEATGRASS POWDER MARKET SIZE OUTLOOK**

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

## **10. MIDDLE EAST AND AFRICA WHEATGRASS POWDER MARKET SIZE OUTLOOK**

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

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Nature's Power Nutraceuticals Corp.

Jianmar LLC  
Girmes Wheatgrass  
Pines International, Inc.  
NOW Foods  
Terrasoul Superfoods  
Herbco International Inc.  
Nature's Path Foods  
Synergy Natural  
Navitas Organics  
Green Source Organics  
Family Farm Organics International Ltd  
Nutriblade  
Naturya  
ABE'S Organics  
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: Wheatgrass Powder Market Size, Share, and Outlook, 2025 Report- By Type (Green Fine Powder, Brown Fine Powder), Source (Organic, Conventional), Packaging (HDPE Packaging, Poly Bag, Packets, Container, Others), Application (Food and Beverages, Beauty and Cosmetics, Medicine, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/W3B656A3DDDDEN.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](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/W3B656A3DDDDEN.html>