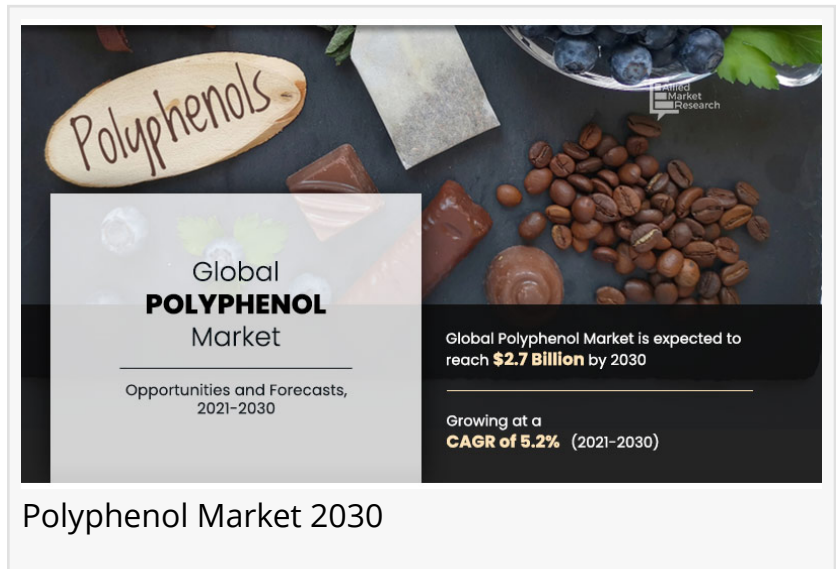


Polyphenol Market set to reach \$2.7 billion through to 2030, growing at a CAGR of 5.2%

Extraction of polyphenols from raw materials such as herbs, fruits, others is difficult, technological advancements will provide potential for market expansion.

PORTLAND, OR, UNITED STATES, January 25, 2022 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Polyphenol Market](#) by Product Type, Type, And Application: Global Opportunity Analysis and Industry Forecast, 2021–2030," the global polyphenol market size was valued at \$1.6 billion in 2020, and is projected to reach \$2.7 billion by 2030, growing at a CAGR of 5.2% from 2020 to 2030. The grape seed segment dominated the market in 2020, in terms of revenue.



Rise in demand for herbal products, increase in health benefits offered by polyphenol, and growth in geriatric population are the major factors that fuel the polyphenol market growth. The anti-aging properties associated with polyphenols coupled with antitumor and anti-carcinogenic properties result in their applications in cosmetics and medical sectors, respectively. In addition, brewing industries are expected witness increased consumption of polyphenols owing to their application in liquors and wines. Increase in aged population has given rise to the demand for fortified food supplements to reduce the effects of chronic diseases, which is expected to positively impact the polyphenol market.

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In 2020, grape seed polyphenols occupied more than half of the total polyphenol market share by revenue, owing to application in treatments of atherosclerosis (hardening of the arteries), high blood pressure, high cholesterol and poor circulation, complications related to diabetes, nerve and eye damage, vision problem, swelling after injury or surgery, and cancer prevention. Furthermore, investments in R&D activities and technological advancements are anticipated to

propel the demand for polyphenols with potential scope for expansion.

In the past few years, many countries have recognized lifestyle-related diseases as a key concern, which has led to rise in health consciousness among consumers. In addition, increase in consumer awareness regarding health benefits associated with the consumption of polyphenol fuels its demand across the globe. For instance, polyphenol helps in weight loss controls blood sugar level, lowers the risk of cardiac diseases and others. Furthermore, upsurge in geriatric population, and alarming incidence of chronic diseases have changed the eating patterns of consumers. In addition, owing to busy lifestyle and hectic schedule, consumers are now seeking for healthy drinks, which include polyphenol as a key ingredient that can help enhance their physical and mental wellness which is also one of the emerging polyphenol market trend. Thus, all these factors collectively boost the demand for polyphenol, thereby contributing toward the growth of the market, globally.

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The polyphenol market is segmented on the basis of product type, type, application and region. By type, it is categorized into apple, green tea, grape seed and other polyphenols. By type, the market is segmented into flavonoid, resveratrol, phenolic acid and lignin. On the basis of application the market is subdivided into functional beverages, functional foods, dietary supplements and others. A major consumer shift toward their health has been witnessed, which may increase the demand for new products in the developing market. On the basis of region, the market is classified into North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the polyphenol industry have adopted product launch, business expansion, and merger & acquisition as their key strategies to expand their market share, increase profitability, and remain competitive in the market. Leading players analyzed in the polyphenol market analysis include Ajinomoto Co., Inc., Aquanova AG, Archer-Daniels-Midland Company, Botaniex, Inc., Chongqing kerui nanhai pharmaceutical co., ltd, Martin Bauer GmbH & Co. KG, Indena S.p.A., FutureCeuticals, Inc., Glanbia Nutritionals Inc., and CPC Ingredients Ltd.

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Key findings of the study

In 2020, green tea occupied approximately one-fourth of the total share, in terms of revenue. North America is expected to expand with a CAGR of 2.9% in grape seed polyphenol market from 2020 to 2030.

In 2020, dietary supplements occupied more than one-third of the total share, in terms of revenue

Europe and North America together occupied more than half of the total global share in 2020. Europe is expected to expand with a CAGR of 5.0%.

Resveratrol is the fastest growing segment during the polyphenol market forecast period.

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