U.S. And Europe Polyphenol Market In-Depth Analysis and Marketing Strategies by 2025

U.S. and Europe polyphenol market accrued $392.47 billion in 2017 & is expected to garner $584.91 billion by 2025, growing at a CAGR of 5.0% from 2018 to 2025.

PORTLAND, OREGON, UNITED STATES, September 19, 2022 /EINPresswire.com/ -- Increase in applications of polyphenols in functional beverages, functional foods, and dietary supplements is expected to fuel the market growth in future. Moreover, the rise in demand for polyphenols in cosmetics and as coloring agents is also expected to drive the growth of the market. The preference of polyphenols extracted from herbal products has increased over the years as they have no side effects. Manufacturers have been engaged in improving the product portfolio in terms of functional characteristics and offering the same at competitive prices to gain edge over the competitors. This increase in preference majorly drives the growth of the U.S and Europe polyphenol industry.

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Frontrunners of the industry
The key market players analyzed in the research include Amax NutraSource, Inc., Koninklijke DSM N.V., Cargill Inc., Glanbia Nutritionals, Inc., Futureceuticals, Inc., Naturex S.A., NOF America Corporation, Swanson Health Products, Indena S.P.A., and Berkem. They have implemented various strategies such as partnerships, mergers & acquisitions, expansions, collaborations, joint ventures, and others to gain a stronghold and lead position in the market.

Grapeseed segment to maintain its dominance through 2025
Among types, the grapeseed segment contributed the largest share in 2017, accounting for more than half of the total revenue. This segment is expected to maintain its dominance throughout the forecast period, owing to its anti-aging and antioxidant properties, for which, it has a significant demand in the personal care and skin care industry. However, the passion fruit segment is expected to register the highest CAGR of 6.7% from 2018 to 2025, owing to its adoption in health-related products and rise in use of fruit extracts and supplements. The report also analyzes apple, green tea, and others product types.

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Functional beverages segment to witness lucrative prospects during the forecast period
Functional beverages segment accounted for the largest share in 2017, contributing more than one-third of the total market revenue in 2017. Moreover, this is segment is expected to register the highest CAGR of 5.4% during the forecast period, owing to the health benefits and convenience offered by such beverages. The report also analyzes functional food, dietary supplements, and others segments.

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Europe to maintain its leadership position by 2025
Europe contributed more than half of the total market share in 2017, owing to increase in health consciousness and rise in consumption of functional foods, functional beverages, and supplements. This segment is expected to maintain its lead throughout the forecast period. However, the U.S. is projected to grow at the fastest CAGR of 5.2% from 2018 to 2025. This is due to the increase in preference for herbal & functional products, growth in geriatric population, and rise in health awareness among the populace.

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David Correa
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