

# Apple Cider Vinegar Market to Reach USD 1384.92 Million by 2032, Driven by Rising Awareness of Health Benefits

*Growing interest in natural remedies and holistic wellness has further boosted demand.*

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The [Apple Cider Vinegar Market](#) was valued at USD 873.91 million in 2023 and is expected to grow to USD 1384.92 million by 2032, at a CAGR of 5.78% over the forecast period of 2024-2032.



Apple Cider Vinegar (ACV) market is increasing due to the growing consumer awareness regarding its health benefits, and multiple usages like digestion, weight reduction, and immune system advantages. Demand is also fueled by the flourishing of wellness trends, the use of natural and organic products, and the consumption of ACV in various cooking and beauty products.

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The Apple Cider Vinegar market is growing due to its use in functional beverages and the popularity of these among the masses for the treatment of various ailments in alternative medicine.”

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Apple Cider Vinegar: A Versatile Powerhouse for Health, Beauty, and Household Uses

ACV has received high praise for health benefits such as increased energy, illness prevention, and infection-fighting. Usually used in the treatment and management of nail fungus, warts, and ear infections, it is also connected with

type 2 diabetes management by reducing blood sugar, decreasing insulin, and causing weight loss. ACV is also added to products for eczema and dry skin as well as used as a flavoring and preservative in foods.

ACV is used not only in health and personal care but also in a wide range of industries. Used widely in food especially in salad dressing, sauces, and smoothies as well as personal care products like shampoos and lotions thanks to its antibacterial nature. Apart from this, ACV also works wonders as a natural cleaner, and it gets rid of grease and cleans all surfaces.

## Apple Cider Vinegar Market Trends: Liquid Dominates, Tablets Surge, and Pharmaceuticals Lead Future Growth

**By Form:** The liquid segment of the Apple Cider Vinegar (ACV) Market has been dominating the global ACV market in 2023 and will continue its dominance owing to their convenience as they can be measured drop by drop. Liquid ACV, a traditional way for consumers to enjoy its benefits, is popular in drinks, cooking, and health remedies.

Tablets and capsules will show the highest compound annual growth rate (CAGR) from 2024-2032, as consumers look for more convenient, accurate, and portable forms of ACV to ingest. Factors such as increasing demand for supplements and functional foods, and the preference for easy-to-consume pills rather than liquids are behind this shift.

**By Application:** In 2023, the Food and Beverages segment dominated the Apple Cider Vinegar (ACV) market share owing to its extensive use as a preservative, flavoring agent, and health ingredient in food products such as salads, salad dressings, sauces, pickles, and smoothies. ACV has been used in food for a long time, and with consumers becoming more focused on functional foods, ACV was able to keep on top in the popularity rankings.

The Pharmaceuticals segment is projected to have the highest growing CAGR between 2024 and 2032. Rising consumer interest in natural treatments as well as ongoing scientific evidence being produced regarding the health benefits of natural products such as Aperol spritz nutritional properties like management of type 2 diabetes, weight loss & skin history are all supporting important decisions for demand in this area.

### By Source

- Organic
- Conventional

### By Form

- Liquids
- tablets/Capsules

### By Distribution Channel

- Department Stores
- Super Market/Hypermarket
- e-commerce

- others

#### By Application

- Food and Beverages
- Pharmaceuticals
- Personal Care
- Others

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#### North America Leads Apple Cider Vinegar Market, While Asia Pacific Poised for Rapid Growth

In 2023, North America has the largest market share of Apple Cider Vinegar (ACV), owing to the high consumption of apple cider vinegar products driven by the growing awareness about health benefits, increasing adoption of apple cider vinegar in food and beverages, and a strong presence of apple cider vinegar types as natural health products in the region. It enjoys a good retail ecosystem and a strong wellness trend here, deeply embedding ACV into households.

Asia Pacific is anticipated to be the fastest-growing CAGR, and this trend is projected to continue during the period from 2024 to 2032. This growth will be driven by the growing awareness about health, the increase in disposable incomes, and the rising demand for natural and organic products across emerging economies such as China, India, and Southeast Asia. Furthermore, the rising trend of ACV within conventional medicine and as a part of modern wellness trends, and the growing accessibility of consumer goods will propel the regional market growth shortly.

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#### Recent Developments:

- In May 2024, Bragg Live Food Products expanded its Bragg Apple Cider Vinegar Supplements to over 95% of Sam's Clubs across the U.S., increasing the availability of the popular product to a wider consumer base.

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