

Health Ingredients Market to Drive Growth at US\$ 165.8 Bn by 2031

The health ingredients market was valued at US\$ 96.4 Bn in 2022, estimated to grow at a CAGR of 6.3% from 2023 to 2031 and reach US\$ 165.8 Bn by the end of 2031

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EINPresswire.com/ -- The [Health Ingredients Market](#) is a rapidly growing sector that focuses on ingredients used to enhance overall health, including supplements, functional foods, beverages, and personal care products.



Health ingredients are increasingly gaining popularity due to the growing consumer awareness about nutrition and the rise in preventive healthcare. These ingredients, which include vitamins, minerals, probiotics, fibers, and botanical extracts, are being widely used in food and beverage products, dietary supplements, and functional foods aimed at improving general well-being and addressing specific health concerns such as digestive health, immunity, weight management, and more.

The market for health ingredients has been significantly influenced by shifting consumer preferences toward natural and plant-based products, clean-label trends, and the increasing demand for healthier alternatives to conventional processed foods.

Market Size and Growth

The global health ingredients market was valued at US\$ 96.4 Bn in 2022, and it is expected to grow at a CAGR of 6.3% from 2023 to 2031. This growth is driven by increasing health consciousness among consumers, the rise of functional food trends, and innovations in ingredient formulations. The market is also seeing growing investments in research and development to discover new, potent, and sustainable ingredients, further supporting its expansion.

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Market Segmentation

1. By Service Type:

- Supply Chain Management: Ensuring the availability and quality of health ingredients across different markets.
- Product Formulation: Involves the development and creation of functional products with health-promoting ingredients.
- Consulting Services: Offering expertise on integrating health ingredients into consumer goods and providing regulatory advice.

2. By Sourcing Type:

- Natural: Ingredients sourced from natural plant-based, mineral, and animal products.
- Synthetic: Ingredients created artificially in laboratories.
- Bio-based: Ingredients derived from biological processes and microorganisms.

3. By Application:

- Dietary Supplements: Vitamins, minerals, amino acids, and herbal extracts used in tablet, capsule, powder, or liquid form.
- Functional Foods & Beverages: Enriched with vitamins, probiotics, fibers, and antioxidants to support health beyond basic nutrition.
- Personal Care & Cosmetics: Skin care, hair care, and body care products enriched with health-promoting ingredients like vitamins, antioxidants, and essential oils.

4. By Industry Vertical:

- Food & Beverage: The largest share of the market, with health ingredients being used in everything from snacks to beverages.
- Pharmaceuticals: Health ingredients are incorporated into formulations for functional medicines and therapeutics.
- Cosmetics & Personal Care: Health ingredients are increasingly being used to create products that promote health benefits like anti-aging, skin protection, and overall wellness.
- Animal Feed: Ingredients used to improve the health of livestock and pets, such as probiotics, omega-3 fatty acids, and antioxidants.

5. By Region:

- North America: Dominates the global market due to high consumer demand for wellness products and technological advancements in ingredient research.
- Europe: Strong growth driven by increasing consumer focus on clean labels and natural health ingredients.
- Asia Pacific: Emerging as a key market due to rising disposable income, rapid urbanization, and increasing awareness of health and wellness.
- Rest of the World (RoW): Latin America and the Middle East are also expected to see

substantial growth with rising health trends.

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Regional Analysis

- North America holds the largest market share, driven by increased awareness about the importance of health supplements, fortified foods, and a robust demand for organic and natural ingredients. The U.S. remains the largest market in this region due to a strong healthcare infrastructure and a high rate of preventive healthcare practices.
- Europe follows closely behind, with significant growth in countries like Germany, France, and the UK. European consumers are increasingly opting for natural and organic products, especially in dietary supplements and functional foods. Regulatory standards in Europe for health and safety further support this market's growth.
- Asia Pacific is expected to witness the fastest growth rate during the forecast period, driven by rapidly changing lifestyles, increasing health awareness, and the growing middle-class population. Countries like China and India are experiencing a boom in the consumption of health ingredients, especially in the form of traditional herbs and supplements.
- Rest of the World is also seeing growth, particularly in Latin America, where people are turning to more health-conscious alternatives. The Middle East has been focusing more on preventive healthcare, which is expected to boost the market for health ingredients.

Market Drivers and Challenges

Drivers:

- **Growing Health Consciousness:** A major driver for the health ingredients market is the increasing awareness of the importance of maintaining good health, leading to the higher consumption of functional foods, supplements, and other health-focused products.
- **Aging Population:** The global aging population is seeking products that improve health, reduce the risk of diseases, and enhance quality of life, fueling demand for ingredients such as collagen, omega-3 fatty acids, and antioxidants.
- **Rising Demand for Plant-based Products:** The shift toward plant-based diets and clean-label products is driving the demand for plant-based health ingredients, including plant proteins, fibers, and probiotics.
- **Technological Advancements:** Innovations in ingredient extraction and formulation have led to better bioavailability and efficacy of health ingredients, making them more attractive to consumers.

Challenges:

- **Regulatory Issues:** Varying regulations around the use of health ingredients in different regions pose challenges for manufacturers in terms of compliance and market entry.
- **Supply Chain Issues:** Sourcing natural ingredients can be challenging due to the volatility of

agricultural outputs, climate conditions, and geopolitical factors.

- High Competition: With the growing demand for health ingredients, the market is becoming highly competitive, requiring constant innovation and differentiation by market players.

Market Trends

- Personalized Nutrition: There is a growing trend towards customized health products that cater to individual health needs, such as specific dietary requirements, health conditions, and age groups.
- Probiotics and Gut Health: The popularity of probiotics, prebiotics, and gut health supplements is increasing due to growing awareness of their benefits in digestion and immunity.
- Sustainability: Consumers are increasingly looking for sustainable and ethical sources for their health ingredients, leading to growth in demand for plant-based and responsibly sourced ingredients.
- Natural and Organic Products: There is a strong consumer preference for natural, organic, and clean-label products, which is pushing the industry to focus on these types of health ingredients.

Competitive Landscape

The health ingredients market is highly competitive, with both established players and new entrants striving for market share. Some of the key players include:

- Cargill, Inc.
- BASF SE
- DuPont de Nemours, Inc.
- Archer Daniels Midland Company
- Ingredion Incorporated
- Lonza Group Ltd.

These companies are investing heavily in research and development, forming strategic partnerships, and focusing on expanding their portfolios to include more innovative health ingredients to meet consumer demands.

Future Outlook

The health ingredients market is poised for significant growth in the coming years. With advancements in biotechnology, the increasing popularity of functional and plant-based products, and the rising trend of personalized health solutions, the market will likely see strong demand across various sectors. The market is expected to continue its upward trajectory with further emphasis on sustainability, natural products, and preventive health care.

Key Market Study Points:

- Health ingredients are integral to dietary supplements, functional foods, and personal care products.
- Growing demand for natural, plant-based, and clean-label ingredients.
- The market is driven by health-conscious consumers, aging populations, and technological innovations in ingredient formulations.

- The competitive landscape includes major players such as Cargill and BASF, focusing on research and development to offer innovative health solutions.

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Contact Us:

Transparency Market Research Inc.
CORPORATE HEADQUARTER DOWNTOWN,
1000 N. West Street,
Suite 1200, Wilmington, Delaware 19801 USA
Tel: +1-518-618-1030
USA - Canada Toll Free: 866-552-3453

Atil Chaudhari
Transparency Market Research Inc.
+1 518-618-1030
[email us here](#)

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