

Mussel Oil Market to Hit USD 66.1 Billion by 2032, Expanding at 5.3% CAGR from 2024 to 2032 | SNS Insider

Mussel Oil Market Thrives on Rising Demand for Omega-3 Nutrition, Sustainability, and Innovative Uses, Positioning It as a Holistic Health Solution.

AUSTIN, TX, UNITED STATES, January 23, 2025 /EINPresswire.com/ -- The [Mussel Oil Market](#) Size was valued at USD 41.7 billion in 2023 and is expected to reach USD 66.1 billion by 2032, growing at a CAGR of 5.3% over the forecast period from 2024 to 2032.



Rising Demand for Mussel Oil: A Natural Remedy for Health and Wellness

Mussel oil, derived from the green-lipped mussel native to New Zealand, has gained prominence due to its rich nutritional profile and health benefits. Renowned for its high content of omega-3 fatty acids, vitamins, minerals, and antioxidants, mussel oil is utilized in dietary supplements, biopharmaceuticals, and pet food products. Its anti-inflammatory properties make it particularly beneficial for individuals with joint-related issues, such as rheumatoid arthritis and osteoarthritis. Additionally, ongoing research is exploring its potential in treating asthma, inflammatory bowel diseases, and even certain cancers.

The mussel oil market is experiencing significant growth, driven by increasing consumer awareness of its health benefits and a rising preference for natural supplements. This trend is particularly evident among health-conscious individuals seeking alternatives to synthetic medications. The aging global population, facing health issues like joint problems and inflammation-related conditions, further propels the demand for natural remedies such as mussel oil. Ongoing clinical studies continue to validate its efficacy, boosting consumer confidence and market expansion. In the wellness and beauty sectors, mussel oil is gaining traction for its skin-nourishing properties, leading to its incorporation into various cosmetic

products. Its versatility and natural origin align with the growing consumer preference for sustainable and holistic health solutions.

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Leading Key Players:

- Aroma NZ Ltd. (Aroma Green Lipped Mussel Oil, Green Lipped Mussel Oil Capsules)
- Blackmores Group (Blackmores Omega Fish Oil, Blackmores Super Strength Fish Oil)
- Dongguan Hengjie Can Parts Co. Ltd. (Mussel Oil Softgel Capsules, Green Lipped Mussel Oil)
- Great HealthWorks Inc (Omega XL, Great Health Works Green Lipped Mussel Oil)
- Henry Blooms Health Products (Henry Blooms Green Lipped Mussel Oil, Henry Blooms Omega-3 Fish Oil)
- Nature's Range Ltd (Nature's Range Green Lipped Mussel Oil, Nature's Range Omega-3 Capsules)
- Nourish Health (Nourish Green Lipped Mussel Oil, Nourish Omega-3 Fish Oil)
- Ocean Nutrition Canada Ltd. (Ocean Nutrition Omega-3 Oil, Ocean Nutrition Green Lipped Mussel Oil)
- Omega Protein Corporation (Omega Protein Fish Oil, Omega Green Lipped Mussel Oil)
- Polynesian Cultural Center (Hawaiian Green Lipped Mussel Oil, Polynesian Mussel Oil Capsules)
- Rongcheng Taixiang Food Products Co. (Rongcheng Green Lipped Mussel Oil, Rongcheng Mussel Oil Capsules)
- SeaDragon Limited (SeaDragon Green Lipped Mussel Oil, SeaDragon Omega-3 Oil)
- Sealord Group Ltd. (Sealord Omega-3 Fish Oil, Sealord Green Lipped Mussel Oil)
- Southern Ocean Marine (Southern Ocean Marine Green Lipped Mussel Oil, Southern Ocean Marine Omega Oil)
- The Green Lip Mussel Company (Green Lip Mussel Oil Capsules, Green Lipped Mussel Powder)
- The Really Healthy Company (Really Healthy Green Lipped Mussel Oil, Really Healthy Omega-3 Fish Oil)
- TriMarine Group (TriMarine Omega-3 Fish Oil, TriMarine Green Lipped Mussel Oil)
- Vital Greens (Vital Greens Green Lipped Mussel Oil, Vital Greens Omega-3 Fish Oil)
- West Coast Mussels (West Coast Mussels Green Lipped Mussel Oil, West Coast Mussels Oil Capsules)
- Waitaki Biosciences (Waitaki Green Lipped Mussel Oil, Waitaki Omega-3 Oil)

Rising Popularity of Mussel Oil: A Sustainable and Natural Alternative to Fish Oil for Omega-3 Fatty Acids

As consumers become increasingly health-conscious, there is a growing preference for natural and sustainable sources of omega-3 fatty acids, which are essential for maintaining overall well-being. Mussel oil, derived from mussels, is gaining popularity as a cleaner, more eco-friendly

alternative to traditional fish oil. Unlike fish oil, which is often associated with overfishing and environmental concerns, mussel oil is considered a more sustainable option due to the farming practices used to harvest mussels. This shift toward sustainable and natural health products aligns with consumers' growing awareness of the impact their choices have on the environment.

Market Segmentation and Sub-Segmentation Included are:

By Grade

- Food Grade
- Pharmaceutical Grade
- Cosmetics Grade
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By End Use

- Processed Food
- Cosmetics and Personal Care
- Biopharmaceutical
- Dietary supplements
- Pet food & Veterinary

By Sales Channel

- Hypermarket/Supermarket
- Specialty stores
- Online Stores
- Drugstore
- Others

Market Leadership and Growth Drivers of Mussel Oil: Food-Grade and Dietary Supplements Segments

By Grade: The food-grade segment dominated with the market share over 60% in 2023. This leadership is primarily driven by heightened consumer awareness of the health benefits of omega-3 fatty acids, particularly those derived from mussels. As consumers increasingly seek natural, functional ingredients, food-grade mussel oil is widely used in dietary supplements, health foods, and fortified products. Moreover, its popularity extends to culinary applications such as salad dressings and marinades, with health-conscious individuals opting for mussel oil as an alternative source of omega-3s over traditional options.

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By End Use: The Dietary Supplements segment dominated with the market share over 45% in 2023. This growth is primarily driven by a rising focus on health and wellness, especially

concerning cardiovascular and joint health. Mussel oil-based supplements are becoming more popular due to their natural anti-inflammatory properties and their environmentally sustainable advantages over conventional fish oils. As consumers become more aware of the crucial role omega-3 fatty acids play in reducing inflammation and supporting heart health, the demand for these supplements continues to grow, further expanding this market segment.

Market Dynamics of Mussel Oil: North America's Dominance and Asia-Pacific's Rapid Growth in 2023

North America region dominated with the market share over 40% in 2023. This growth is attributed to the region's increasing focus on health and wellness, with consumers seeking natural and sustainable omega-3 sources. Mussel oil's recognized health benefits, such as its anti-inflammatory and cardiovascular advantages, have significantly boosted demand. North American companies have actively marketed mussel oil as an environmentally friendly alternative to fish oil, appealing to health-conscious consumers who prioritize sustainability. This combination of health awareness and eco-friendly positioning has made mussel oil increasingly popular in the region.

The Asia-Pacific region emerged as the fastest-growing market for mussel oil in 2023, with an estimated CAGR of approximately 10%. This growth can be attributed to the increasing health consciousness among consumers in countries such as Australia and New Zealand. Mussel oil is being increasingly recognized for its high omega-3 content and its potential benefits for overall health. The trend towards natural health products in this region has led to a surge in demand for dietary supplements containing mussel oil, with local brands introducing innovative formulations that incorporate this powerful ingredient.

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