

# Spirulina Powder Market to Reach USD 861.1 Million by 2035, Growing at 5.9% CAGR from 2025 to 2035: FMI

*The Spirulina Powder market is experiencing significant growth, driven by increasing consumer demand for natural and nutrient-dense food ingredients.*

NEWARK, DE, UNITED STATES, April 22, 2025 /EINPresswire.com/ -- The global [spirulina powder market](#) is experiencing significant growth, with sales reaching an impressive USD 461.0 million in 2024. The market's trajectory is expected to continue its upward momentum, with projections indicating a steady rise in sales through 2025. In the coming year, the market value is expected to reach USD 485.9 million, reflecting a healthy increase in consumer demand for this nutrient-rich superfood.



Spirulina Powder Market

This growth trend is not just a short-term phenomenon; it is anticipated that the spirulina powder market will witness a robust compound annual growth rate (CAGR) of 5.9% from 2025 to 2035. By the end of this period, global spirulina powder sales are projected to reach a substantial USD 861.1 million, driven by its expanding popularity in the food and beverage, personal care, and dietary supplement industries.

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With its skyrocketing popularity in wellness trends, the Spirulina Powder Market is poised for explosive growth, offering unprecedented opportunities for health-conscious consumers and investors alike”

*Nandini Roy Chaudhari*

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As consumer awareness of health and wellness continues to rise, spirulina powder is being recognized for its

remarkable nutritional profile. Rich in protein, vitamins, and minerals, spirulina is gaining traction among health-conscious individuals looking for plant-based, sustainable, and nutrient-dense products. The increasing adoption of plant-based diets, coupled with the growing demand for natural and organic food ingredients, is a major driver for the spirulina powder market. This shift in consumer preferences is expected to fuel continued growth and expansion across key regions, particularly in North America, Europe, and Asia Pacific.

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Spirulina powder, derived from the blue-green algae spirulina, has been hailed as a superfood due to its dense nutrient content. It is an excellent source of high-quality protein, containing all nine essential amino acids, making it a valuable supplement for vegetarians, vegans, and individuals with dietary restrictions. In addition to protein, spirulina powder is rich in antioxidants, vitamins (such as B12), and minerals like iron, magnesium, and potassium, which are vital for maintaining optimal health.

The widespread recognition of spirulina's health benefits is driving its integration into a variety of products, including smoothies, energy bars, health supplements, and even skincare items. Its versatility in both food and non-food applications is expected to continue driving market growth in the years to come.

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Several key factors are contributing to the rapid expansion of the spirulina powder market. One of the primary drivers is the growing shift toward plant-based diets. As consumers increasingly prioritize plant-based food sources for both health and environmental reasons, the [demand for plant-based protein](#) options like spirulina powder is surging.

Furthermore, as more consumers adopt organic and natural products, spirulina powder's organic certification and minimal processing align with these trends. This has led to an increase in its use as a clean-label ingredient in various food and beverage formulations.

The rise of the global wellness trend has also played a crucial role in spirulina powder's market growth. With more individuals seeking functional foods that can boost their immune system, improve digestion, and enhance energy levels, spirulina powder is being positioned as an ideal ingredient due to its multifaceted health benefits.

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In terms of regional growth, North America holds a significant share of the spirulina powder market. The region's strong consumer demand for health and wellness products, combined with the increasing preference for plant-based foods, is driving the market's expansion. Additionally, the rising awareness of spirulina powder's nutritional value among U.S. consumers has

bolstered its popularity in dietary supplements and functional foods.

Europe is another prominent market for spirulina powder, with consumers in countries such as Germany, the UK, and France showing a growing interest in plant-based and organic food options. The European Union's emphasis on sustainability and clean-label products has further fueled the demand for spirulina powder as a natural, sustainable ingredient.

Asia Pacific is expected to be the fastest-growing region for spirulina powder, owing to the increasing health-consciousness among consumers in countries like China, India, and Japan. With a rapidly expanding middle class and increasing disposable income, more consumers in this region are turning to spirulina powder as a nutritional supplement to enhance their diet and overall well-being.

For more information on the spirulina powder market, visit our report page:

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The spirulina powder market is highly competitive, with several key players operating globally. Companies are focusing on product innovation and expanding their market presence to cater to the growing consumer demand for spirulina-based products. Leading manufacturers are investing in research and development to enhance the quality of spirulina powder, exploring new processing techniques to retain its nutrient content, and developing new formulations to appeal to diverse consumer needs.

Some of the prominent players in the spirulina powder market include Clos Sainte Aurore, Jiangshan Comp Spirulina Co. Ltd., Spirulina Viva, Far East Microalgae Industries Co., Ltd., SPIFORM, Spirulina La Capitelle, Fuqing King Dnarmsa Spirulina Co. Ltd., DIC Corporation, Aurospirul, Cyanotech Corporation, C.B.N. Bio-engineering Co., Ltd., Yunnan Green A Biological Project Co., Ltd., Clos Sainte Aurore, Inner Mongolia Rejuve Biotech Co., Ltd., Zhejiang Binmei Biotechnology Co., Ltd. These companies are leveraging strategic partnerships, mergers, and acquisitions to expand their product portfolios and strengthen their market position.

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The global market is expected to experience significant growth over the next decade, with varying growth rates across key regions. Below is a forecast of the Compound Annual Growth Rate (CAGR) for select countries from 2025 to 2035:

**USA:** The market in the United States is projected to grow at a steady CAGR of 4.6%, reflecting consistent expansion driven by innovation and technological advancements in key industries.

**Germany:** With its strong industrial base and leadership in sectors such as manufacturing and

technology, Germany is expected to see a solid CAGR of 4.9% over the next decade.

China: As one of the world’s largest economies, China is poised for rapid growth, with an impressive projected CAGR of 6.2%, fueled by increasing urbanization, technological development, and rising consumer demand.

Japan: Japan's market is expected to grow at a moderate but steady CAGR of 5.4%, supported by advanced infrastructure, aging population-driven demand, and a focus on innovation in various sectors.

India: India is set to experience the highest growth among these countries, with a CAGR of 6.8%, driven by its expanding consumer base, evolving industries, and ongoing digital transformation.

This regional analysis highlights the varying dynamics and growth opportunities across these countries, with emerging markets like China and India leading the way in terms of growth potential.

By Nature

By Nature:

By nature, the Spirulina Powder Market is segmented as Organic and Conventional.

By Distribution Channel:

By distribution channel, the Spirulina Powder Market is segmented as Direct Sales, Retail Sales, Modern Trade, Specialty Stores, Pharma & Drug Stores, Online Retail, and Other Retailing Formats.

By Application:

By application, the Spirulina Powder Market is segmented as Food & Beverages, Dietary Supplements & Pharmaceuticals, Animal & Aquaculture Feed, Cosmetics & Personal Care, and Others.

By Region:

Industry analysis has been carried out in key countries of North America, Latin America, Western Europe, Eastern Europe, Balkans & Baltic, Russia & Belarus, Central Asia, East Asia, South Asia & Pacific, and the Middle East & Africa.

For more information on the Spirulina Powder Market, visit our website:

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