

# Lutein Market Size Expected to Hit US\$ 785.2 Million by 2035, Exhibiting 6.8% CAGR: Fact.MR Analysis

*Growing awareness of eye health and aging population fuels demand in the lutein market, with expanding applications in supplements and functional foods.*

ROCKVILLE, MD, UNITED STATES, July 11, 2025 /EINPresswire.com/ -- The global [lutein market](#) is set to grow significantly, rising from USD 381.1 million in 2024 to an estimated USD 785.2 million by 2035. This growth, at a projected CAGR of 6.8% between 2025

and 2035, is fueled by increasing demand for eye health supplements, the rising incorporation of natural carotenoids in functional foods, and expanding applications in cosmetics and animal nutrition.



Greater consumer awareness of vision health and the shift toward clean-label, plant-based products are accelerating this trend. As a result, lutein is becoming an essential component of the global preventive healthcare landscape, especially within the bioactive ingredients sector.

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## Key Drivers Powering Growth

1. **Rising Vision Disorders:** Age-related macular degeneration (AMD), cataracts, and digital eye strain—exacerbated by increased screen time—have led consumers and healthcare professionals to embrace lutein supplementation for eye health.

2. **Clean Label & Natural Ingredient Trends:** A global shift toward plant-based, non-GM, and minimally processed products has elevated lutein—particularly "natural lutein" sourced from marigold flowers—to dominance in supplements and fortified foods.

3. Expansion into Functional Foods & Beverages: Lutein is increasingly incorporated into fortified dairy, baked goods, nutritional drinks, and energy bars—appealing to wellness-oriented consumers seeking convenient, everyday nutrition.

4. Cosmetic & Animal Feed Applications: Thanks to its antioxidant properties, lutein is fast becoming a sought-after ingredient in skincare and anti-aging cosmetics. Separately, it's used in poultry and aquaculture to enhance egg yolk and fish flesh coloration.

5. Technological Advances: Improved extraction methods—like supercritical CO<sub>2</sub> and microencapsulation—are enhancing lutein's purity, bioavailability, and stability, enabling new formulations like beadlets, oil emulsions, and soft gels.

### Challenges & Restraints

1. Raw Material Volatility: Marigold farming is subject to seasonal and climate variability, leading to inconsistent supply and pricing.

2. Regulatory Barriers: Diverging regulations across countries affect approval timelines and market entry costs.

3. Consumer Awareness Gaps: Awareness remains low in developing regions, limiting market reach despite growing incomes.

4. Competitive Pricing: Fluctuating raw material costs and synthetic substitutes pressure margins, especially for smaller producers.

### Country-wise Outlook

The U.S. lutein market is witnessing steady growth, driven by rising demand for nutrient-fortified bakery products. With a surge in formulation innovations, bakery items are increasingly enriched with lutein and other nutrients. Major brands are shifting toward clean-label ingredients to meet evolving consumer preferences, while the artisanal and organic bread segment is expanding with premium lutein-infused offerings. Additionally, the frozen dough sector continues to thrive, supporting convenient retail distribution.

China's lutein market is growing rapidly, driven by urbanization and a shift toward healthier eating habits. As consumers seek low-sugar, low-fat, and low-sodium options, manufacturers are adopting taste modulators and innovative formulation techniques to deliver nutritious products without sacrificing flavor. The rising popularity of functional foods and beverages—like energy drinks and low-calorie snacks—is accelerating demand for health-focused ingredients, positioning China as a key growth market amid increasing health awareness.

## Competitive Analysis

The global lutein market is steadily growing, driven by rising interest in eye health and natural, plant-based ingredients used in supplements, foods, and cosmetics. Leading players like Kemin Industries, DSM-Firmenich, and BASF SE dominate the high-quality segment, focusing on clinically backed formulas, sustainable sourcing, and enhanced bioavailability—often using marigold flowers as a primary source. Kemin's FloraGLO remains a standout brand in the space.

Emerging companies such as Chenguang Biotech, Zhejiang Medicine, and Fenchem Biotek are gaining traction in regional markets by offering cost-effective, high-purity products. Meanwhile, OmniActive and PIVEG stand out for their advanced delivery systems, and Allied Biotech is known for its focus on stability and shelf life.

### Recent Developments:

In October 2024, Cocrystal Health introduced a patented Cocrystal Lutein powder with six times greater bioabsorption and improved stability. Also in October, a study in Ophthalmology revealed that FloraGLO® Lutein combined with OPTISHARP® Zeaxanthin significantly improved carotenoid levels in pregnant women and their babies, supporting better eye health outcomes.

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## Segmentation of Lutein Market Research

By Source :

Natural Lutein

Synthetic Lutein

By Form :

Powder

Beadlets

Oil Suspension

Emulsions

By Application :

Dietary Supplements

Functional Foods & Beverages

Pharmaceuticals

Animal Feed

Cosmetics & Personal Care

By End User :

Nutraceutical Manufacturers  
Food & Beverage Producers  
Pharmaceutical Companies  
Cosmetic Formulators  
Animal Nutrition Firms  
Retail Consumers

By Distribution Channel :

Online Retail  
Offline Retail  
Business-to-Business (B2B)

By Region :

North America  
Latin America  
Western Europe  
Eastern Europe  
East Asia  
South Asia & Pacific  
Middle East & Africa

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The global [microparticulated whey protein market](#) is projected to grow from USD 390.9 million in 2024 to USD 971.6 million by 2035, expanding at a CAGR of 8.6% during the forecast period.

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