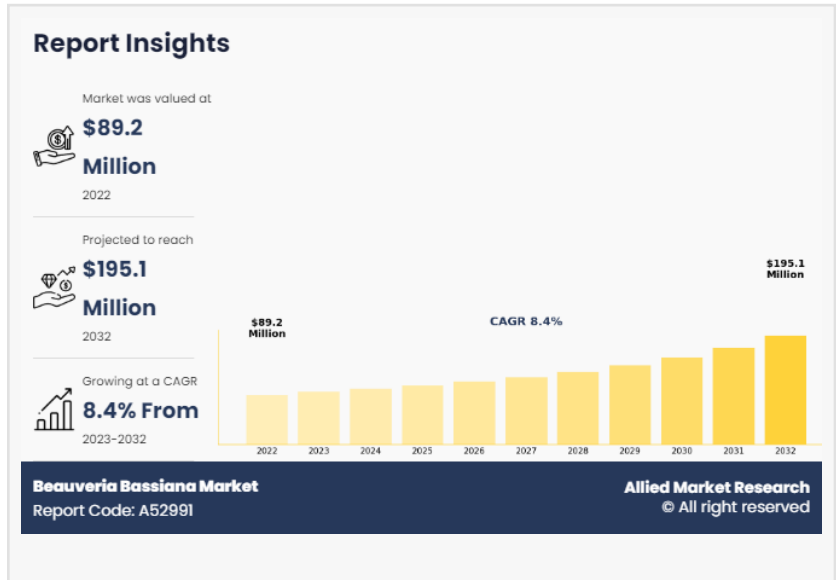


Beauveria Bassiana Market Demand, Trends, and Forecast | BASF SE, Filnova S.r.l., Tari-Biotech, Agrigem Ltd

Technological advancements in production processes & expanding adoption of integrated pest management (IPM) practices further fuel market expansion.

WILMINGTON, DE, UNITED STATES, October 30, 2025 /EINPresswire.com/ -- The "[beauveria bassiana industry](#)" was valued at \$89.2 million in 2022, and is estimated to reach \$195.1 million by 2032, growing at a CAGR of 8.4% from 2023 to 2032.



The growth of the beauveria bassiana market is primarily driven by increase in awareness about sustainable pest management practices. As the demand for eco-friendly alternatives to chemical pesticides rises, beauveria bassiana, a naturally occurring fungus with proven effectiveness against a wide range of pests, has gained traction globally. Moreover, stringent regulations regarding the use of chemical pesticides, along with growing concerns about their adverse effects on human health and the environment, further boost the adoption of beauveria bassiana. Furthermore, the versatility, safety profile, and efficacy in pest control across various agricultural and horticultural applications contribute significantly to the beauveria bassiana market expansion.

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The beauveria bassiana market has experienced rapid growth driven by an increase in demand for sustainable agricultural solutions, stringent regulations on chemical pesticide usage, and rising awareness about environmental conservation. Technological advancements in production processes and expanding adoption of integrated pest management (IPM) practices further fuel market expansion, offering effective and eco-friendly alternatives for pest control in agriculture.

Beauveria bassiana is a naturally occurring filamentous fungus with biocontrol properties

against insect pests. It thrives in soil ecosystems worldwide. The fungus infects and kills a broad spectrum of insects, including beetles, ants, and mosquitoes. It finds extensive use in agriculture, forestry, and urban pest management. The eco-friendly nature of *beauveria bassiana* makes it a sustainable alternative to chemical pesticides. It is effective against target pests and has minimal impact on non-target organisms.

Increase in demand for organic products in global markets has significantly boosted the growth of the *beauveria bassiana* industry. According to the Organic Trade Association (OTA), organic food sales in the U.S. exceeded \$60.0 billion in 2022, which reached to a total of \$61.7 billion. The trend of adopting organic food products all across the globe has shown significant impact on all sectors, including *beauveria bassiana* market share. As consumers globally become more conscious of their health and environmental impact, there is a growing preference for organic produce free from synthetic pesticides. *Beauveria bassiana*, being a natural and eco-friendly alternative to chemical pesticides, aligns perfectly with the principles of organic farming. Farmers are increasingly adopting this biopesticide to meet the stringent organic certification requirements and cater to the growing organic market, which has boosted the *beauveria bassiana* market growth.

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Moreover, as organic agriculture expands globally to meet the rising demand, there is increase in demand for sustainable pest management solutions. Chemical pesticides are not permissible in organic farming, which drives farmers to seek effective alternatives such as *beauveria bassiana*, thus driving the growth of [beauveria bassiana market size](#). The ability of *beauveria bassiana* to control a wide range of pests while being safe for beneficial organisms and leaving no harmful residues on crops makes it an attractive choice for organic farmers. Hence, surge in demand for organic products in global markets acts as a major driver for the growth of the *beauveria bassiana* market, strengthening its adoption in biopesticide formulations and applications.

The *beauveria bassiana* market segmentation is studies on the basis of type, application, distribution channel, and region. By type, the market is segregated into liquid, powder, and others. By application, it is segregated into agriculture, forestry, and others. Depending on distribution channel, it is categorized into indirect sales and direct sales. Region-wise, it is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, India, Japan, South Korea, Australia, ASEAN, and rest of Asia-Pacific), Latin America (Brazil, Colombia, Argentina, and rest of Latin America), and Middle East Africa (GCC, South Africa, and rest of MEA).

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Region-wise, North America held the highest market share in terms of revenue in 2022 and is expected to dominate the *Beauveria Bassiana* Market Size during the forecast period. In recent

years, the adoption of beauveria bassiana has surged in North America, propelled by the region's strong focus on sustainable agriculture, stringent regulations governing chemical pesticide usage, and escalating consumer preference for organic produce. Furthermore, strong research and development infrastructure, coupled with extensive distribution networks, ensure the availability and accessibility of beauveria bassiana products to farmers.

Furthermore, government agencies and agricultural organizations actively promote integrated pest management (IPM) initiatives, advocating beauveria bassiana as an essential element in pest control strategies across North America. These factors collectively highlight increase in significance of beauveria bassiana in North America.

Leading Market Players: -□□

BASF SE

Certis USA L.L.C.

Filnova S.r.l.

Tari- Biotech

T.Stanes and Company Limited

ARBICO Organics

Agrigem Ltd.

Fargro Limited

Andermatt Group AG

Novozymes A/S

The research efforts are increasingly focused on enhancing the shelf stability and efficacy of beauveria bassiana formulations, making them more practical and cost-effective for farmers. Furthermore, R&D initiatives are exploring novel delivery mechanisms, such as encapsulation and microencapsulation, to improve the targeted delivery of beauveria bassiana to pest populations. These advancements increase biopesticides' efficiency and address practical challenges faced by farmers, such as weather dependence and application logistics. As a result, the investment in R&D is expected to increase the adoption of beauveria bassiana in the biopesticide market, offering sustainable pest control solutions that align with evolving regulatory standards and consumer preferences for safer agricultural practices.

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