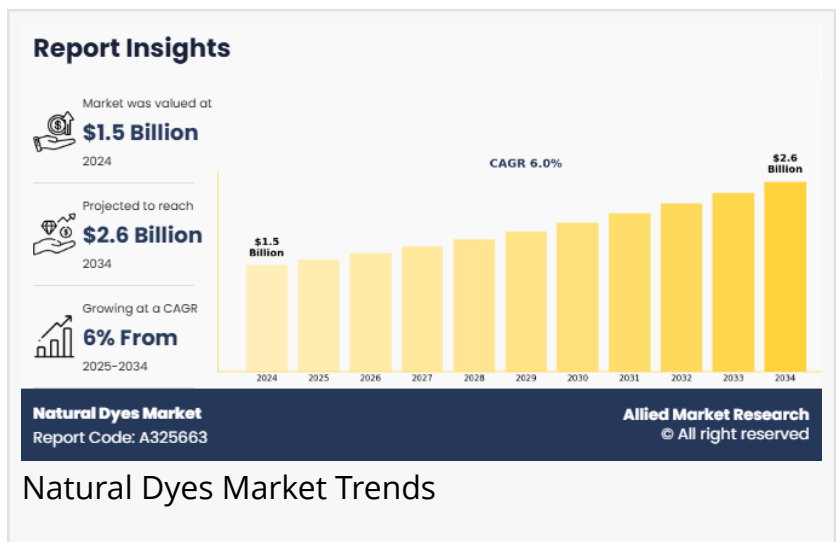


Expert View: Natural Dyes Market Hold A High Potential Growth By 2034 | CAGR of 6%

The global natural dyes market is projected to reach \$2.6 billion by 2034, growing at a CAGR of 6% from 2025 to 2034.

WILMINGTON, DE, UNITED STATES, June 16, 2026 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Natural Dyes Market](#) by Source (Plant, Animal, Others), by Form (Powder, Liquid, Paste), by Application (Textile Dyeing, Food and Beverages, Cosmetics and Personal Care, Paper, Others), by Chemical Behavior (VAT Dyes, Acid Dyes, Basic Dyes, Others): Global Opportunity Analysis and Industry Forecast, 2025-2034". According to the report, the "natural dyes market" was valued at \$1.5 billion in 2024, and is estimated to reach \$2.6 billion by 2034, growing at a CAGR of 6% from 2025 to 2034.



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Prime determinants of growth

The natural dyes market is experiencing robust growth, driven by increasing consumer demand for eco-friendly and sustainable products. Heightened awareness of the environmental and health hazards associated with synthetic dyes—such as water pollution and allergic reactions—has prompted a shift toward natural alternatives derived from plants, insects, and minerals. This transition is further supported by stringent government regulations banning harmful synthetic dyes, like the 2023 prohibition of 112 azo- and benzidine-based dyes in India. Technological advancements in extraction and processing have improved the quality and consistency of natural dyes, making them more viable for industries such as textiles, cosmetics, and food. Additionally, the rise of sustainable fashion and clean-label trends in food and personal care products has amplified the appeal of natural dyes, aligning with consumer preferences for non-toxic and ethically produced goods.

However, high production costs, stemming from labor-intensive extraction processes and the need for large quantities of raw materials, make natural dyes more expensive than synthetic alternatives. Furthermore, the availability of raw materials is often limited and subject to seasonal variations, leading to supply chain inconsistencies. Challenges in achieving colorfastness and uniformity also hinder large-scale adoption, particularly in industries requiring consistent and reproducible colors. These factors, combined with limited scalability and higher prices, pose obstacles to the widespread integration of natural dyes in mass production.

The plant segment to maintain its lead position during the forecast period

Based on source, the plant segment accounted for the largest share in 2024, contributing to five-ninths of the global natural dyes market revenue. The demand for plant-based natural dyes is rising due to increasing environmental awareness and consumer preference for sustainable products. Unlike synthetic dyes, plant-based alternatives are biodegradable, non-toxic, and safer for both the environment and human health. They reduce water pollution and eliminate harmful chemical exposure in industries like textiles, food, and cosmetics. Additionally, the popularity of organic and eco-friendly fashion, along with clean-label trends in food and personal care, is driving demand for natural coloring agents. Plant-based dyes also support traditional farming and local economies, aligning with ethical and circular economy models. With stricter environmental regulations and rising interest in holistic wellness, plant-based dyes are emerging as a responsible and attractive alternative to synthetic colorants.

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The powder segment to maintain its lead position during the forecast period

Based on form, the powder segment accounted for the largest share in 2024, contributing to more than three-sevenths of the global natural dyes market revenue. The demand for powder-based natural dyes is rising due to their eco-friendly nature, ease of use, and versatility across industries. These dyes, derived from plants, minerals, and insects, are processed into fine powders that are easy to store, transport, and apply, making them ideal for textiles, cosmetics, food, and stationery applications. Their biodegradable and chemical-free composition appeals to environmentally conscious consumers and aligns with global sustainability trends. Additionally, powder dyes offer rich, natural colors and can be easily diluted with water, oils, or other media, enhancing their adaptability in various manufacturing processes. The Asia-Pacific region, with its rich history of natural dye usage and abundant raw materials like indigo and turmeric, leads the market in adopting these sustainable alternatives.

The textile dyeing segment to maintain its lead position during the forecast period

Based on the application, the textile dyeing segment accounted for the largest share in 2024,

contributing to more than three-sevenths of the global natural dyes market revenue. The demand for natural dyes in textile dyeing is rising due to increasing environmental awareness and the shift toward sustainable fashion. Synthetic dyes are known to pollute water sources and pose health risks, prompting both consumers and manufacturers to seek eco-friendly alternatives. Natural dyes, made from plant-based or mineral sources, are biodegradable and non-toxic, making them safer for workers and wearers alike. The growing popularity of organic and artisanal clothing has also fueled interest in traditional dyeing methods. Additionally, regulatory restrictions on hazardous chemicals in textiles are pushing the industry toward greener practices. As sustainability becomes a key buying factor, natural dyes offer an ethical, low-impact solution that aligns with the values of environmentally conscious brands and consumers.

The VAT dyes segment to maintain its lead position during the forecast period

Based on the chemical behavior, the VAT dyes segment accounted for the largest share in 2024, contributing to more than three-eighths of the global natural dyes market revenue. The demand for vat natural dyes is rising due to their exceptional color fastness, making them ideal for textiles like denim and cotton that require durability and resistance to fading. As sustainability becomes a priority, vat dyes particularly those derived from natural sources are favored for their lower environmental impact compared to synthetic dyes, aligning with eco-conscious consumer preferences. The global shift towards sustainable fashion and the use of natural fibers such as cotton, hemp, and flax further propels this trend. Additionally, advancements in dyeing technologies have enhanced the efficiency and appeal of vat dyes, supporting their adoption in various industries. The expanding textile industry, especially in emerging markets, also contributes to the increased demand for vat natural dyes.

Want to Access the Statistical Data and Graphs, Key Players' Strategies:

<https://www.alliedmarketresearch.com/natural-dyes-market/purchase-options>

North America to maintain its dominance by 2034

Based on region, North America held the highest market share in terms of revenue in 2024, accounting for more than one-third of the global natural dyes market and is projected to register the highest CAGR of 6.3% during the forecast period. The demand for natural dyes in North America is rising due to several key factors. Consumers are increasingly seeking eco-friendly and sustainable products, prompting industries like textiles, food, and cosmetics to adopt natural dyes derived from plants, insects, and minerals. These dyes are biodegradable and have lower toxicity compared to synthetic dyes, aligning with environmental concerns and health consciousness. Regulatory bodies are imposing stricter standards on synthetic dyes, encouraging manufacturers to switch to natural alternatives. Technological advancements have improved the extraction and processing of natural dyes, making them more commercially viable. Additionally, the growing popularity of organic and clean-label products has further fueled the demand for natural dyes in the region.

Leading Market Players: -

BASF SE

DSM N.V.

Abbey Color Incorporated

Stony Creek Colors

Archroma

Evonik

Clariant AG

Huntsman International LLC

Lanxess

Toray Industries, Inc.

The report provides a detailed analysis of these key players in the global natural dyes market. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

Access Full Summary Report: <https://www.alliedmarketresearch.com/natural-dyes-market-A325663>

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