

## **Polyphenol - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Polyphenol Market size is estimated at USD 1.11 billion in 2024, and is expected to reach USD 1.7 billion by 2029, growing at a CAGR of 8.72% during the forecast period (2024-2029).

The COVID-19 pandemic has placed unprecedented stresses on food supply chains, with bottlenecks in farm labor, processing, transport, and logistics, as well as momentous shifts in demand. Food supply chains demonstrated a remarkable resilience in the face of these stresses. The effect on the agricultural sectors, including fruits, vegetables, spices, tea (raw material for Polyphenol), is marginal in some countries while considerable in countries; this is in turn expected to put pressure on entire supply chain of Polyphenol market over the medium term.

Growing awareness about the effectiveness of polyphenols in treating diabetes, cardiovascular diseases, high cholesterol, and cancer, along with the rising number of applications in the food and beverage and pharmaceutical sectors, is anticipated to drive product demand over the forecast period.

Further, the high functionality of superfoods, like food colorants, nutrient sources, and others, along with the positive perception of the term, 'natural', has been the primary attribute that is boosting the demand for natural food colorants in the market. The food industry dominates the market due to its continuous innovation in the sector, followed by the other market segments.

Based on source, grapes are most prevalent in the market studied. Due to certain technical properties, grapes are very stable to light, pH, and heat. These properties make them excellent replacers of artificial red food colors, thus, driving the usage of these natural colorant sources in the food and beverage industry. Green tea is another major source of polyphenol.

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Globally, consumers are becoming health conscious, thus showing preference towards products that provide additional health benefits (such as health foods). This trend is expected to boost the polyphenols market as it is extensively used in health foods.

## Polyphenol Market Trends

### Extensive Promotion Of Natural Food Pigments

The global market for natural food colorants is growing considerably, as consumers are seeking simpler and cleaner labels for their foods and are looking for alternatives to synthetic ingredients. Moreover, the support from various governments as well as local and international organizations is further supplementing the growth of the market.

Anthocyanins are the major polyphenol pigments that determine the colors of flowers and fruits (like orange, red, blue, or purple), followed by other polyphenols, such as varied aurones and chalcone derivatives. Thus, the use of polyphenol as a natural food additive is highly promoted in the food industry, in order to impart natural food pigmentation.

Accordingly, the market is witnessing positive promotions by several associations around the world. These associations are dedicating their core values to boost the consumption of natural food colorants across industries, thereby further benefitting the market studied.

One of the most popular associations includes the Natural Food Colours Association. Based in Europe, the association engages in an extensive promotion of natural colorants, including anthocyanins. Moreover, it works with industry leaders, such as ADM Wild, DDW Color House, Chr. Hansen, FMC, and GNT. To increase the efficiency of the industry, the association operates different working groups to examine the potential of various natural color sources. In 2016, the Natural Food Colours Association (NATCOL) sponsored a report on consumers' exposure to anthocyanins, where it investigated the levels of usage of anthocyanins as food coloring.

### Asia-Pacific Holds Significant Market Share

The Asia Pacific emerged as the largest regional market, followed by North America. China, India, South Korea, and Japan are anticipated to witness major product demand in the coming years on account of increasing health awareness among the growing diet-conscious population, seeking functional benefits in every kind of food they consume. Surging population and awareness about polyphenol benefits on human health are expected to drive the market in the Asia Pacific.

Though flavonoids, isoflavones, lignans, and other polyphenols are naturally obtained from plant-based foods, studies suggest that the rapidly aging population in countries like China and Japan paying way for various supplement and functional food, beverage manufacturers to incorporate polyphenols in forecast period.

## Polyphenol Industry Overview

Some of the major key players in the polyphenol market, globally includes ADM, Naturex Inc., Frutarom Ltd., Aquanova AG., Ajinomoto OmniChem N.V - NaturalSpecialities, CPC INGREDIENTS, UNITED KINGDOM, CHR. HANSEN, among others. These companies are mainly focused on capacity expansion owing to the increasing demand for health foods containing high amounts of polyphenols.

The major players in the market studied are adopting strategies, like product innovations, mergers and acquisitions, and geographical expansions, in order to establish stronger consumer bases and esteemed positions in the market.

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