

Oryzanol Market Report and Forecast 2025-2034

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Report description:

The global oryzanol market size is projected to grow at a CAGR of 9.00% between 2025 and 2034.

Oryzanol is a mixture of lipids mainly derived from rice bran oil as it is a naturally occurring antioxidant that is an essential part of rice bran oil. Essential nutritional phytochemicals like lecithin, tocotrienols, and oryzanol can be found in rice bran oil. Oryzanol can also be found in wheat bran and a variety of fruits and vegetables and is widely used in a variety of pharmaceuticals, nutraceuticals, sports supplements, and cosmetics.

The growing applications of oryzanol in the pharmaceuticals, cosmetics, nutraceuticals and sports supplements, among other sectors, due to its antioxidant properties is one of the major factors driving the oryzanol market growth. The market is also being driven by an increase in health-conscious consumers who are looking for natural and plant-based ingredients. Oryzanol, found in rice bran oil, wheat bran, and fruits and vegetables has been linked to reduced risks of heart disease, menopause symptoms, and other ailments. Additionally, because of its tendency to increase testosterone levels in the body, oryzanol is used by athletes and sportsmen as part of their bodybuilding routine, as these hormones aid in the development of lean muscle tissue.

Key Trends and Developments

Focus on cardiovascular health; integration into functional foods and beverages; technological advancements in extraction and production; and regulatory support for natural ingredients are the major trends impacting the oryzanol market expansion

Oryzanol Market Trends

The rising global prevalence of cardiovascular diseases (CVDs) has led to an intensified search for effective, safe, and natural solutions to manage and mitigate risk factors associated with heart health. Oryzanol, a compound found in rice bran oil, has emerged as a promising ingredient in this context due to its potential health benefits, particularly in managing cholesterol levels and improving overall cardiovascular wellness. Oryzanol has potent antioxidant properties, which play a crucial role in protecting

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the heart and blood vessels from oxidative stress and inflammation, which are key contributors to the development of CVDs.

The market players are readily launching innovative products to establish their prominence in the market. In June 2021, Ricela Group, a significant player in the global production and export of refined rice bran oil, announced the launch of Gamma Oryzanol. This launch showcases Ricela Group's efforts to capitalise on the growing demand for natural antioxidants and health-enhancing ingredients in the nutraceutical and functional food sectors.

Market Segmentation

"Oryzanol Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Source

- Rice Bran Oil
- Wheat Bran
- Fruits and Vegetables
- Others

Market Breakup by Application

- Pharmaceuticals
- Cosmetics
- Nutraceuticals and Sport Supplements
- Animal Feed
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

By source, rice bran oil dominates the oryzanol market share due to its high concentration of oryzanol

Rice bran oil holds a substantial share of the market as the concentration of oryzanol in rice bran oil is significantly higher than in other sources, making it an ideal choice for extracting this valuable compound. Oryzanol in rice bran oil is known for its cholesterol-lowering properties, making it attractive for consumers looking to improve their heart health. It also has anti-inflammatory properties, can help improve insulin sensitivity, and is beneficial for skin health due to its antioxidant properties.

Wheat bran is also another important source of oryzanol. Wheat bran is derived from the outer layer of the wheat kernel and is known for its health benefits, including high fibre content and beneficial effects on digestive health, which contributes to its sizeable share in the oryzanol market.

The pharmaceutical sector maintains its dominance in the market due to increased utilisation of oryzanol in diverse applications

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within the sector

The pharmaceutical sector holds a major share of the market. Oryzanol is known for its potential in treating and managing a variety of health conditions, including high cholesterol, symptoms of menopause, gastrointestinal disorders, and prevention of certain diseases due to its antioxidant properties. These diverse applications make it a valuable ingredient in the formulation of pharmaceuticals aimed at improving health and wellness. Oryzanol's natural origin and its status as a generally regarded safe (GRAS) compound in many jurisdictions enhance its appeal for producing various formulations in the sector.

Nutraceuticals and sports supplements are also anticipated to gain a sizeable share of the oryzanol market. Athletes and fitness enthusiasts look for supplements that can enhance performance, improve stamina, and aid in recovery. Oryzanol is believed to contribute to muscle strength, energy levels, and recovery times, making it a popular choice in the formulation of sports supplements.

Oryzanol Market Analysis by Region

In North America, the market is expected to grow on account of the health benefits associated with the consumption of oryzanol-rich foods. The market is influenced by factors such as increased prevalence of high cholesterol levels in the growing population, the public understanding of health issues, and government interventions and a growth in government-sponsored health-awareness initiatives.

The Asia Pacific oryzanol market is anticipated to witness robust growth in the coming years. Rice is a staple food in many Asian countries, making the population more familiar and comfortable with products derived from rice, including rice bran oil and oryzanol. This cultural familiarity facilitates acceptance and integration of oryzanol into daily diets and health regimes. Moreover, in many Asian countries, there is a long-standing tradition of using natural and herbal medicines and oryzanol fits well within this paradigm, appealing to consumers who prefer natural ingredients for health and wellness.

Competitive Landscape

The market players are introducing novel products to stay ahead of the competition, further meeting evolving regulatory landscape

The market players have been investing in research and development to explore new applications and benefits of oryzanol which includes studying its potential in pharmaceuticals, cosmetics, and food supplements.

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