

**Nutraceutical Excipients Market by Source (Organic Chemicals, Inorganic Chemicals),
Functionality (Binders, Fillers & Diluents, Disintegrants, Coating Agents), End
Product, Formulation, Functionality Application and Region - Global Forecast to 2030**

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Report description:

The nutraceutical excipients market is estimated to be valued at USD 4.98 billion in 2025 and is projected to reach USD 7.12 billion by 2030, growing at a CAGR of 7.4% during the forecast period. The nutraceutical excipients market is projected to witness steady expansion through 2030, driven by the surging demand for high-quality, clean-label, and science-backed dietary supplements across global consumer groups. As brands innovate with advanced dosage forms-including gummies, softgels, controlled-release tablets, and functional beverages-there is a growing need for excipients that enhance stability, bioavailability, taste, and overall product performance. Rising health consciousness, coupled with the shift toward plant-based, natural, and allergen-free ingredients, is accelerating the adoption of novel excipients sourced from botanical and sustainable materials. Technological advancements such as plant-based capsule systems, multifunctional excipient blends, and improved solubility enhancers, supported by strong regulatory frameworks in regions like Europe and North America, are further propelling market growth. With increasing investments in R&D, formulation innovation, and manufacturing modernization, the nutraceutical excipients industry is emerging as a key enabler of high-performance and consumer-centric supplement development within the broader health and nutrition landscape.

<https://mnmimg.marketsandmarkets.com/Images/nutraceutical-excipients-market-img-overview.webp>

"The dry formulation segment is estimated to witness a significant share during the forecast period."

The dry nutraceutical excipients segment continues to dominate the market as manufacturers increasingly adopt powder-based ingredients for enhanced stability, extended shelf life, and ease of processing in tablets, capsules, and sachets. Dry excipients such as microcrystalline cellulose (MCC), lactose monohydrate, maltodextrin, prebiotic fibers, and silicon dioxide remain widely

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used for their superior flowability, compressibility, and bulking properties. Growing demand for clean-label and plant-derived nutraceuticals has also accelerated the use of bio-based dry excipients, including organic rice flour, acacia gum, and natural starch derivatives. Recent industry examples include Roquette's launch of LYCOAT NG starch excipient for nutraceutical films in 2024, DFE Pharma's expansion of its dry powder excipients portfolio for dietary supplements, and BASF's introduction of dry-coated solutions to improve tablet performance. These innovations are strengthening the role of dry excipients as essential functional ingredients supporting formulation efficiency and high-quality nutraceutical product development.

"The taste masking functionality segment is the fastest to maintain robust growth."

Taste masking has become the fastest-growing functionality in the nutraceutical excipients market as brands increasingly incorporate bitter plant extracts, minerals, amino acids, and next-generation bioactives into consumer-friendly formats. With rising demand for gummies, chewables, effervescent, and orally disintegrating powders, manufacturers now rely on excipients that can effectively reduce bitterness, metallic notes, and strong herbal flavors. This shift has accelerated the use of cyclodextrins for inclusion complexation, lipid-based carriers to block taste receptor interaction, and modified starches for microencapsulation. New developments are reinforcing this momentum, such as Ingredion's 2024 clean-label encapsulation starches for flavor modulation, Ashland's recent Klucel HPC grades optimized for taste-masked chewables, and Kerry's release of Enmask natural flavor-modulating systems for active-rich supplements. As consumer expectations for pleasant-tasting nutraceuticals rise-especially in pediatric, sports nutrition, and women's health products-taste masking is rapidly becoming a critical performance driver, solidifying its position as the fastest-expanding application area in nutraceutical excipients.

"Europe is estimated to account for a significant share of the nutraceutical excipients market."

Europe holds a significant share in the nutraceutical excipients market, driven by the strong presence of leading global players and a steady rise in innovative product launches across the region. Countries such as Germany, France, the UK, and Switzerland serve as key hubs for pharmaceutical and nutraceutical manufacturing, supported by advanced R&D capabilities and strict quality standards that encourage the development of next-generation excipients. Major companies like Roquette, BASF, Kerry, and IMCD continue to expand their portfolios, with recent launches such as Roquette's LYCAGEL Flex softgel capsule shell system introduced at Vitafoods Europe 2024, reinforcing the region's leadership in plant-based and functional excipient solutions. These innovations cater to Europe's rapidly growing demand for vegan, clean-label, and high-performance nutraceutical formulations. The combination of well-established excipient manufacturers, continuous technological advancements, and a strong regulatory framework firmly positions Europe as a dominant and fast-evolving market for nutraceutical excipients.

In-depth interviews were conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the nutraceutical excipients market:

- By Company Type: Tier 1 - 25%, Tier 2 - 45%, and Tier 3 - 30%
- By Designation: Directors - 20%, Managers - 50%, Executives - 30%
- By Region: North America - 25%, Europe - 30%, Asia Pacific - 20%, South America - 15%, and Rest of the World (Middle East and Africa) - 10%

Prominent companies in the market include International Flavors & Fragrances Inc. (US), Kerry Group plc (Ireland), Ingredion (US), Sensient Technologies Corporation (US), Associated British Foods plc (UK), BASF SE (Germany), Roquette Freres (France), MEGGLE GmbH & Co. KG (Germany), Cargill, Incorporated (US), Ashland (US), IMCD (Netherlands), Hilmar Cheese Company, Inc. (US), SEPPIC (US), and Azelis Group (Luxembourg).

Research Coverage

This research report categorizes the nutraceutical excipients market by source (organic chemicals, inorganic chemicals, others), functionality (disintegrants, colorants, lubricants & glidants, preservatives, emulsifying agents, other functionalities), end product (proteins & amino acids, omega-3 fatty acids, vitamins, minerals, prebiotics, probiotics, other end products), form (dry, liquid), functionality application (taste masking, stabilizers, modified release, solubility & bioavailability enhancers, other functionality applications), and region. The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the nutraceutical excipients market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; Contracts, partnerships, and agreements. The study includes new product & service launches, mergers & acquisitions, and recent

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developments associated with the nutraceutical excipients market. This report also includes a competitive analysis of emerging startups in the nutraceutical excipients market ecosystem.

Reasons to Buy this Report

The report will help market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall nutraceutical excipients and the subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following points:

1. In-depth Segmentation across Type, Source, and Application: This study presents a detailed breakdown of the nutraceutical excipients market, categorizing it source (organic chemicals, inorganic chemicals, others), functionality (Disintegrants, Colorants, Lubricants & Glidants, Preservatives, Emulsifying Agents, Other Functionalities), end product (Proteins & Amino Acids, Omega-3 Fatty Acids, Vitamins, Minerals, Prebiotics, Probiotics, Other End Products). The analysis also covers key functional roles such as taste masking agents, stabilizers, solubilizers, and release-modifying excipients. This holistic segmentation enables stakeholders to identify high-growth formulation areas, enhance product development strategies, and align offerings with evolving nutraceutical manufacturing needs.
2. Region-specific Insights with Focus on Emerging Markets: The report offers an in-depth regional and country-level assessment, highlighting expanding opportunities across high-growth regions such as the Asia Pacific, South America, and the Middle East. It examines regulatory frameworks, clean-label norms, and consumer shifts toward plant-based, vegan, and natural supplements, driving excipient adoption. Additionally, it outlines government support for nutraceutical manufacturing, investments in advanced processing technologies, and rising local production capabilities-providing valuable guidance for companies seeking to scale, partner locally, or strengthen regional presence.
3. Competitive Intelligence and Innovation Landscape: Detailed competitive profiles of leading players-including Roquette, Kerry Group, BASF, Ingredion, and DSM-are provided, covering their strategic initiatives, technological advancements, and expansion plans. The report tracks major market developments such as product launches, facility expansions, mergers and acquisitions, and R&D activities. These insights equip stakeholders to benchmark competition, understand innovation trajectories, and capitalize on emerging formulation technologies shaping the nutraceutical excipients market.
4. Demand Forecasts Backed by Data-driven Methodologies: Market size projections and growth estimates through 2030 are based on validated top-down and bottom-up analytical approaches, supplemented by industry expert inputs and verified trade data. The forecasts deliver reliable insights into demand patterns, excipient consumption trends across dosage forms, and long-term market opportunities, helping stakeholders strategize investments and strengthen future-ready portfolios.

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