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Acerola Extract Market: Rising Global Demand for Natural and Fresh Fruit Derivatives Likely to Boost Market Growth: Global Industry Analysis and Opportunity Assessment, 2016-2026

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Acerola fruit is a bright red cherry-like fruit, largely found in parts of Central America, South America, California, Florida, and Texas. Acerola fruit is rich in Vitamin C and is used as a natural health supplement. The extract from acerola fruit is widely available in powdered and liquid form in the market. Acerola fruit extracts are used across a variety of applications such as food supplements, beverages, confectionary products, snacks, bakery preservation, meat preservation, and in sauces, soups, and yogurt in order to enhance the nutritional profile of food products.

Market value and forecast

In terms of value, the global acerola extract market is anticipated to register a CAGR of 8.5% during the forecast period (2016–2026). The global acerola extract market is expected to be valued at US\$ 17.5 Bn by 2026 end.

Rising global demand for natural and fresh fruit derivatives likely to boost market growth over the forecast period

A rising demand for Vitamin C and an increased consumer focus on healthy, natural, and fruit-based products is expected to fuel the global acerola extract market over the forecast period. Increasing demand for convenience food & beverage products is also likely to boost market growth. Acerola extract is gaining high preference in the food & beverages industry owing to the fact that it contains high content of Vitamin C which is better absorbed by humans than synthetic ascorbic acid. It is also used as an ingredient while manufacturing convenience food & beverages owing to its ability to act as a preservative. It further provides antioxidants and enhances food flavours. The high health benefits of acerola extract coupled with rising consumer disregard for synthetic vitamin supplements is expected to escalate the demand for acerola extract in the near future. However, high prices of acerola based products and side effects as a result of excessive consumption of acerola products are likely to restrict revenue growth of the global acerola extract market.

Some of the trends governing the global acerola extract market include an increasing use of acerola in several kinds of beverage blends, sports nutrition products, and antioxidant-rich confectionery and superfruit mixes.

Powder product form segment estimated to hold dominant market share in the global acerola extract market

The Powder form segment is estimated to account for 65.1% value share by the end of 2016. This segment is expected to register the highest CAGR during the forecast period. Increasing demand for powdered form of acerola extract can be attributed to its high usage in health and vitamin supplements and owing to its consumer and industrial applications such as vitamin and antioxidant supplements in the food industry.

Food Supplements and Beverages application segments anticipated to hold dominant market shares in the global acerola extract market over the forecast period

The Food Supplements segment is estimated to account for 27% market value share in 2016. This is owing to the fact that acerola is one of the largest natural sources of Vitamin C, making it an attractive ingredient for manufacture of food supplements. The Beverages segment is estimated to account for 22% market value share in the year 2016. Rising demand for healthy beverages is expected to drive market growth of the Beverages segment over the forecast period.

North America projected to account for a major value share of the global market over the forecast period

North America is estimated to account for the highest value share of 24% of the global acerola extract market in 2016. Among all the regions, the APEJ acerola extract market is estimated to register the highest CAGR of 9.7% during the forecast period. Western Europe is anticipated to register the second highest CAGR of 8.7% in terms of value over the forecast period.

Top companies operating in the global acerola extract market

The Green Labs LLC, Blue Macaw Flora, Amazonia Exportacao E Representacao, Nutrilite (Amway), Niagro, Naturex, Nichirei Corporation, Inc., Nature's Power Nutraceuticals Corp., Florida Food, Inc., iTi Tropicals, Duas Rodas Industrial, Diana Naturals, NutriBotanica, Vita Forte, and Optimally Organic are some of the leading companies operating in the global acerola extract market. These companies are adopting strategies such as manufacturing of high quality products at affordable prices and creating new lines of value-added functional ingredients to cement their foothold in the global acerola extract market.

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