



REPORT SUMMARY

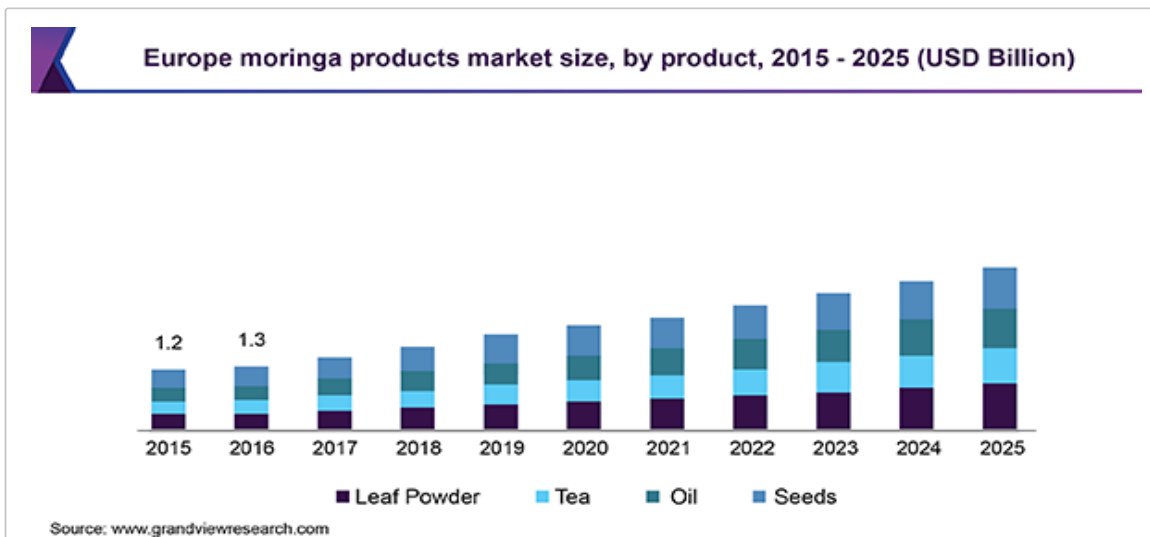
Moringa Products Market Size, Share & Trends Analysis Report By Product (Leaf Powder, Tea, Oil, Seeds), By Distribution Channel (Online, Offline), By Region, And Segment

Forecasts, 2019 - 2025 | Base Year for Estimate: 2018
 Published Date: May, 2019 | Historical Data: 2015 - 2017
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Industry Insights

The global moringa products market size was valued at USD 5.5 billion in 2018 and is projected to reach USD 10.5 billion by 2025, growing at a CAGR of 10.5% during the forecast period. Moringa resembles a “vegetable tree”, full of minerals and supporting vitamins, making it a healthy super food. It is believed to have many benefits and its uses range from health and beauty to helping prevent and cure diseases. This can be used in various forms such as raw moringa, moringa powder used in food supplements, tea, and oil. The market is driven by several factors such as growing need for nutritional supplements, improving health awareness among people, and shifting focus towards organic medication.

Moringa oleifera is a plant that is often called the drumstick tree, the miracle tree, the ben oil tree, or the horseradish tree. Increase in awareness among consumers regarding health benefits of this plant is one of the major reasons for the market growth. It has antifungal, antiviral, antidepressant, and anti-inflammatory properties, which are beneficial in healing various diseases. Additionally, it can be easily grown in tropical and subtropical regions with low cost, thereby resulting in increased usage of the plant in various applications. It is also one of the best products to treat malnutrition children younger than 3 years. Considering all the above-mentioned factors, demand for these products is increasing in the market.



Moringa contains various healthful compounds such as vitamin A, vitamin B1, folate, calcium potassium, iron, and zinc. It is also extremely low in fats and contains no harmful cholesterol. Among all the vegetables, moringa is commonly used by South Indians for its flavor and delicious taste in sambar and curry preparation. Demand for the product is increasing due to its rich nutritional properties and low price, thereby boosting the growth of this market.

Although the product has various advantages but there are certain market entry barriers such as technological requirements for drying moringa as well as requirements for organic certification. Drying moringa leaves requires suitable drying equipment and logistical arrangements. Moringa leaves need to be processed directly after harvesting to prevent quality deterioration. In most of the countries, organic certification for moringa is mandatory before using it for nutritional supplements. Moringa cannot be exported if the product is not organically certified.

Report Coverage & Deliverables

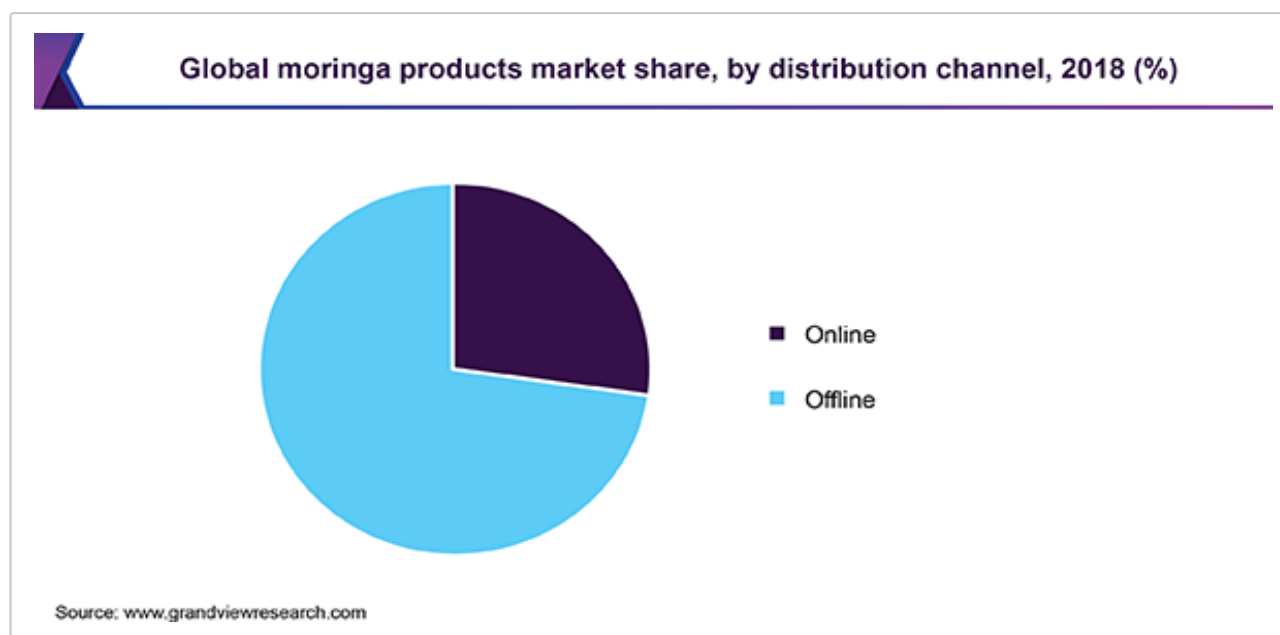
Product Insights

By product, the market is divided into leaf powder, tea, oil, and seeds. Leaf powder accounted for the largest market share of more than 30.0% in the year 2018. Growing demand for nutritional supplements as a part of daily diet is one of the major factors for the segment growth. Leaf powder is used in making useful medicines that help in treating a wide variety of skin problems. Leaf extracts might help treat some stomach disorders, such

as constipation, gastritis, and ulcerative colitis. The antibiotic and antibacterial properties of moringa may help inhibit the growth of various pathogens, and its high vitamin B content helps with digestion. Moringa powder can last for a longer time and can also be transported easily, and hence it is more preferred in this form as compared to the other forms.

Distribution Channel Insights

On the basis of distribution channel, the market has been segmented into online and offline. The offline segment held the largest market share in 2018. The online segment is likely to emerge as the fastest growing segment over the forecast period owing to steadily increasing internet penetration.



Production of moringa is majorly concentrated only in India and some parts of Africa. Due to its geographical limitations in production, demand across the world can only be fulfilled by export, which is an offline process. Moreover, popularity and benefits of this plant is still not known to everyone. Hence they prefer buying it online rather than offline. But availability of coupons and discounts is one of the main factors that influence internet users to buy items online rather than going to physical stores. Rapidly growing online shopping is one of the key factors boosting the online segment.

Regional Insights

Europe was the largest regional market in the year 2018 owing to growing demand for nutritional supplements. In 2018, U.S. was the largest market for moringa with more than 75.0% of market share in North America. The rising awareness of organic health supplements is the major factor for the growth of moringa products. The culture of calorie reduction and weight loss is also driving the market since moringa also helps in reducing weight gains. Majority of the Americans prefer supplements over to their daily diets. Moringa can be an additional source of multivitamins, antioxidants, amino acids, and other nutrients.

Asia Pacific is the fastest growing regional market. Developing countries such as India can decrease their dependency on various imported dietary supplements if moringa is used properly in their daily consumption. Consumers in APAC are increasingly preferring cosmetics that are extracted from plants instead of mineral oils. This has triggered the demand for exotic plants like Moringa in various countries of APAC. China alone has imported a large amount of moringa plant from India in the year 2017.

Moringa Products Market Share Insights

Some of the key players in this market are Veg India Exports, Green India, Ayuritz, and Mother Hubs. Other prominent players are Organic India, Botanica Natural products, Moringa Connect, MoSagri, and Moringa Malawi. Moderate entry barriers, as a result of presence of limited companies and high demand for the product, are anticipated to assert high competition among major manufacturers.

Rising demand for dietary supplements and organic based products with no side effects on skin and body is driving the demand of moringa, thereby providing tough competition to various players. The market is identified by several activities such as expansions, mergers and acquisitions, and product and technological innovation, attempted by the key manufacturers in the industry. In a recent study, it was found that moringa can prepare a kind of medicine that can delay diabetes for 10-15 years. Most of the pharma companies are doing extensive research to develop various kinds of medicines from moringa.

Leading companies are expanding their geographical presence in order to obtain maximum market share. Consumers are more attracted towards plant based supplements and herbal cosmetics products. Taking into account all the above factors, manufacturers are likely to focus on new product innovation, catering particularly to the target market.