Description:

The baobab tree is one of the largest and oldest trees in the world – carbon dating indicates that these trees can live 3,000 years or more. In addition to providing food and shelter, the fruit, leaves, and bark of the mighty tree have been used medicinally for centuries in natural remedies for everything from fever to digestive issues. The fruit of the tree resembles a large mango or coconut measuring up to 18cm long and weighing around 1.4kg. It consists of a hard outer shell filled with pulp that dehydrates naturally as the fruit matures. When the pulp of this fruit is ground into powder it is known simply as baobab powder. This substance contains a powerhouse of nutrients including vitamin C, calcium, iron, potassium, magnesium, and an assortment of antioxidants.

Popularity of baobab supplements, changing consumer tastes and preferences and food shopping behavior are main factors contributing to growth of market. The health benefits of baobab are improving digestive health, supporting the immune system and general hydration and skin health. Therefore, the preference for baobab powder among health-conscious people will continue to increase in the following years. One of the major factors hindering the growth of this market is the growing popularity of substitutes. The availability of a large number of substitute products in the market may impede the growth of the baobab powder market during the forecast period. Among all the regions, the markets in North America and Middle East and Africa are expected to register high CAGRs of 3.1% and 2.9% respectively in terms of volume during the forecast period. The market in Western Europe has been estimated to account for a value share of 25.1% by 2017 end. The market in North America is estimated to account for the highest value share of 28.4% in 2017. Baobab powder market in the region is expected to gain significant market share by 2027 end. The baobab powder market in Western Europe is expected to register a CAGR of 6.3% in terms of value, and a CAGR of 2.6% in terms of volume over the forecast period.

The global Baobab Powder market was valued at xx million US$ in 2018 and will reach xx million US$ by the end of 2025, growing at a CAGR of xx% during 2019-2025.

This report focuses on Baobab Powder volume and value at global level, regional level and company level. From a global perspective, this report represents overall Baobab Powder market size by analyzing historical data and future prospect. Regionally, this report categorizes the production, apparent consumption, export and import of Baobab Powder in North America, Europe, China, Japan, Southeast Asia and India.

For each manufacturer covered, this report analyzes their Baobab Powder manufacturing sites, capacity, production, ex-factory price, revenue and market share in global market.

The following manufacturers are covered:
Halka B Organics
Baobab Fruit Company Senegal
Organic Africa
ADUNA
Atacora Essential
Woodland Foods

Segment by Regions
North America
Europe
China
Japan
Southeast Asia
India

Segment by Type
Organic Baobab Powder
Ordinary Baobab Powder

Segment by Application
Food
Beverages
Personal Care

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