

# 2025-2026 Global Brands of Plant Extracts: Raw Material Trends Report

# 2026

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releases and authoritative  
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### Definition of plant extracts

Plant extracts refer to products made from all or part of a plant as raw materials, obtained through physical or chemical extraction, concentration, separation, and drying processes to selectively acquire and concentrate one or more effective components from the plant, generally without altering the original structural characteristics of the plant's components. Based on the nature of their components, they can be classified into alkaloids, flavonoids, polysaccharides, terpenes and volatile oils, organic acids, phenols, etc.; based on product form, they can be classified into essential oils, extracts, powders, crystals, etc.; and based on content standards, they can be classified into effective monomer extracts, standard extracts, and ratio extracts. They are key intermediates connecting plant raw materials and end-consumer products, and also important carriers for the modernization of traditional Chinese medicine and the development of natural products.

### Current Development Status

Currently, the global plant extract market is undergoing a structural transformation:

**The growth rate of traditional bulk commodities is slowing down, while the demand for high-value-added standardized extracts is steadily increasing. The "clean label" trend is driving the continued penetration of natural ingredients in food, beverages, cosmetics and other fields.**

New technologies such as synthetic biology and AI-assisted research and development are rapidly penetrating the industry, driving its transformation from a resource-dependent to a technology-driven model.

**Plant extracts are upgrading from basic intermediates to high-value functional raw materials. The global plant extract industry is undergoing a paradigm shift from "raw material suppliers" to "health solution providers."**



This transformation is not only about technological upgrades, but also about a comprehensive restructuring of consumer perceptions, regulatory logic, and business models.

## 02. Market Overview and Competitive Landscape

### Market Overview

**The global plant extract industry is entering a period of rapid growth.**

According to data from Global Market Insights, the global plant extract market was valued at \$45.2 billion in 2025, and is projected to grow to \$50.2 billion in 2026 and reach \$125.6 billion by 2035, representing a compound annual growth rate (CAGR) of 10.7%. Straits Research also gives a positive outlook, predicting a CAGR of 7.25% between 2026 and 2034.

### Competitive Landscape

In terms of the competitive landscape, the top five companies in the global plant extract industry are Givaudan, International Flavors & Fragrances (IFF), DSM-Firmware, Thermosar Group, and Kline Group. **It is projected to hold approximately 45% of the market share by 2025 Givaudan leads the market with a market share exceeding 11%.** These industry giants have established complete global R&D and supply chain systems in the fields of fragrances, flavors, and functional ingredients, and have a profound impact on the branding process of global plant extract raw materials.

Dimension	Givaudan	IFF	DSM-Firmtech	Thermosar Group	Kline Group
Headquarters	Geneva, Switzerland	New York, USA	Switzerland/Netherlands	Holzminden, Germany	Mutenz, Switzerland
2025 revenue	Approximately US\$9.75 billion	Approximately US\$10.9 billion	Approximately 5 billion euros	Approximately 5 billion euros	Approximately 4.5 billion Swiss francs
Core positioning	Flavor and health, fragrance and beauty	Food ingredients, flavorings and fragrances, bioscience	Nutrition, Health and Beauty	Flavors, Fragrances, Nutrition and Health	Specialty chemicals, personal care ingredients

## 02. Market Overview and Competitive Landscape

Comparison of R&D Systems and Innovation Models of Five Major Brand Companies: Givaudan, International Flavors & Fragrances (IFF), DSM-Firmfield, Thermosar Group, and Klein Group

The five giants have different strategies in the field of plant extract brand raw materials, but they all point to several common directions: **Biotechnology (especially fermentation and enzyme catalysis); traceability and sustainability of natural raw materials; AI and digitalization; mergers and acquisitions.**

### ① Givaudan: A pyramid-shaped R&D layout driven by biotechnology

Givaudan is the undisputed leader in the global fragrance and beauty industry, selling approximately 143,800 products annually. Givaudan employs a pyramid-shaped structure of "core research centers + regional innovation centers."

**Strategic Updates: The White Biotechnology Innovation Centre (BIC) will be launched in Toulouse, France in 2025;** a new five-year strategic blueprint was released in August 2025, emphasizing collaboration with customers to create sustainable growth through innovative, high-value-added products and solutions.

### ② IFF: A composite system combining in-depth cultivation of natural ingredients and a strategic focus on Asia.

IFF positions itself as a global leader in three pillar areas: food ingredients, flavors and fragrances, and bioscience. In recent years, it has achieved significant expansion of its business scope through strategic acquisitions (such as the merger with DuPont Nutrition & Biosciences in 2019 and the acquisition of Frutarom in 2021).

**Strategic Update:** In October 2024, IFF unveiled its largest R&D center in Asia in Shanghai. **(Shanghai Creative Center)** ; In 2025, the IFF invested €10 million to carry out a large-scale expansion of the LMR Naturals site in Grasse, and at the same time built new experimental fields to directly obtain plant materials.

### ③ DSM-Firmware: Deeply integrating nutrition and fragrance, but its strategic focus is rapidly shifting towards the consumer end.

DSM-Firmtech was formed in 2023 by the merger of DSM and Firmenich, and the merged entity became a global innovation leader in nutrition, health and beauty.

**Strategic Dynamics: Major strategic shift, exiting the animal.** On February 9, 2026, DSM-Firmware announced the spin-off and sale of its Animal Nutrition and Health (ANH) business to private equity giant CVC Capital Partners. This restructuring marks the company's formal exit from the animal nutrition sector and a full-scale acceleration of its transformation into a pure consumer products company.

### ④ Symrise: A pioneer in agile R&D driven by AI and digitalization

Symrise consistently ranks among the top four in the global fragrance and flavor industry, particularly renowned for its natural fragrances, menthol, and cosmetic active ingredients.

**Strategic Developments:** In 2025, Symrise launched its first global Data & AI Hub in Barcelona; Supply Chain and Capacity Expansion: Symrise's newly built GEA blending plant in Germany began installation in the summer of 2025 and is expected to be operational in the spring of 2026, specializing in the production of high-demand categories such as vanilla extracts, citrus oils, meat flavorings, and menthol.

### ⑤ Clariant: A niche market focused on specialty chemicals

In terms of natural ingredients and functional components, Clariant focuses on the niche market of personal care ingredients.

**Strategic Updates:** Clariant acquired Lucas Meyer Cosmetics in recent years and officially launched its new brand positioning "Clariant Beauty" in 2025; Clariant invested 100 million Swiss francs in Daya Bay, China to expand its production capacity of high-performance surfactants and halogen-free flame retardants; Clariant also signed a ten-year cooperation agreement with Shanghai SECCO Petrochemical to provide an AI-driven catalyst performance monitoring platform, embedding digital services into the operations of industrial customers.

## 03. Global Brand Raw Material List for 2025-2026

The concept of "global brand" for plant extract raw materials is evolving from the traditional industry perception of B2B suppliers to broader consumer brand recognition. The core drivers of this evolution include:

**patented extraction processes** (such as standardized active ingredients from companies like Sabinsa and Indena), **clinically proven systems** (such as raw material brands with extensive clinical data, like KSM-66 Ashwagandha and FloraGLO® Lutein), and **global compliance and certification** (such as approvals for new food ingredients in multiple countries and GRAS certification).

The following list, categorized by health applications, outlines the most **representative, branded, and clinically supported plant extract raw materials** in the global market for 2025-2026.



**3.1 Adaptors/Mood and Stress Management**

**3.2 Eye Health**

**3.3 Cognitive Health/Brain Health**

**3.4 Metabolic Health/Weight Management**

**3.5 Women's Health and Hormonal Balance**

**3.6 Liver Health and Detoxification**

**3.7 Joint and Inflammatory Health**

**3.8 Immune Support**

**3.9 Sleep Support**

**3.10 Digestive Health**

**3.11 Oral Beauty Supplements**

**3.12 Sports Nutrition and Energy**

## 03. Global Brand Raw Material List for 2025-2026

### 3.1 Adaptive Factors/Emotion and Stress Management

Adaptogens are a class of medicinal plants that help the body adapt to physiological, emotional, and environmental stresses. They restore stability and build resilience by regulating the body's stress response (whether overactive or underactive). With the increasing global awareness of mental health, adaptogen raw materials are expected to experience explosive growth in 2025-2026.

#### 3.1.1 Ashwagandha (*Withania somnifera*)

**Core functions:** Relieves stress and anxiety, improves energy and athletic performance. By 2025, over 55% of millennials worldwide reported using plant-based stress-relieving supplements, with Ashwagandha from South Africa ranking as the top choice.

**Global Brand Raw Materials:**

**KSM-66® (Ixoreal Biomed, India):** The world's most prestigious brand of ashwagandha raw materials from South Africa, standardized at ≥5% ashwagandrolone. International brands such as Swanson use KSM-66 as a core ingredient in their products.

**Sensoril® (Natreon, USA):** Another important brand, standardized at ≥10% ashwagandrolone glycosides, renowned for its high bioavailability and strong safety profile.

**Shoden® (Arjuna Natural, India):** Marketed for its ultra-high bioavailability of active ashwagandrolone.

**Ashwa.30 (Natural Remedies):** 2026 Vitafoods Europe Innovation Awards; Ashwa.30, a pure root extract of Ashwa from South Africa, is a newly launched brand ingredient in 2026. It is effective at an ultra-low daily dose of 30mg, with potential applications in areas such as energy, stress, and exercise. Suitable for formulation into everyday consumer products such as gummies, concentrated drinks, and sports drinks.

**Applications:** Stress management supplements, sports nutrition, sleep support, functional foods and beverages.

#### 3.1.2 Rhodiola rosea

**Core Functions:** Rhodiola rosea is another important member of the adaptogenic family, with main functions including: ① enhancing stress resistance and energy levels; ② relieving physical and mental fatigue, especially suitable for chronic fatigue syndrome; ③ improving cognitive function, particularly attention and memory under stress; ④ supporting athletic performance and recovery. Rhodiola rosea may complement the sedative effects of Ashwagandha, and the combination of the two can achieve a "balanced" effect in stress management.

**Global Brand Raw Materials:**

**Rhodiolife® (Natreon, USA):** Standardized Rhodiola rosea root extract, using HPLC fingerprinting technology to ensure consistency of active ingredients (rosavins and salidroside).

**RhodioPrime™ 6X (NutraGenesis, USA):** Characterized by a 6x concentrated standardized extract with high rosavins content.

#### 3.1.3 Saffron Extract

**Brand Ingredient: Affron® (Pharmactive, Spain)**

**Core Efficacy:** The world's only saffron extract produced using the gold standard HPLC process, clinically proven to improve mood, reduce stress and anxiety, and improve sleep quality. In 2026, it received approval from the Korean Ministry of Food and Drug Safety for its "stress relief" health claim and was hailed as the "industry benchmark for saffron extract" by the American Botanical Council. In 2026, it won two awards at the NutraIngredients Awards Europe: Plant Ingredient of the Year and Mood Cognition Ingredient of the Year.

**Applications:** Mood support supplements, sleep aids, menopausal mood management.

**Recommended dosage:** 28-30 mg/day (standard dose).

#### 3.1.4 St. John's wort extract

**Core Efficacy:** A classic antidepressant herbal remedy containing active ingredients such as hypericin and St. John's wort, it exerts its antidepressant effect by inhibiting the reuptake of serotonin, dopamine, and norepinephrine.

**Applications:** Mood-soothing supplement, adjunctive treatment for mild depression.

## 03. Global Brand Raw Material List for 2025-2026

### 3.2 Eye Health Category

Eye care is a very mature sub-market among plant extract raw materials, but in 2025-2026, it will show a new trend of penetration from single antioxidant to systemic optic nerve protection and from supplements to functional foods.

#### 3.2.1 Lutein/Zeaxanthin

**Plant sources:** Lutein and zeaxanthin are carotenoids naturally found in marigold flowers and are also abundant in green vegetables (such as spinach and kale), corn, and egg yolks. Lutein is an oxygen-containing carotenoid, an unsaturated polyene composed of eight isoprene residues. Zeaxanthin is an isomer of lutein, and the two have different double bond positions.

**Core functions:** macular protection, cognitive health, and improved visual function.

**Global Brand Raw Materials:**

**FloraGLO® (DSM, Netherlands/Kemin, USA):** The world's most recognized brand of lutein raw materials. High-end end products such as KNC EyeELIV use this patented water-soluble lutein, which has a purity of 99.7% as tested by SGS and is widely recognized in professional ophthalmologists and nutritionists.

**OPTISHARP® (DSM):** A branded natural zeaxanthin ingredient that, when used in conjunction with FloraGLO®, forms a complete macular protection system.

**Lutemax® (OmniActive, USA):** A brand of full-spectrum marigold extracts, offering a full-spectrum blend of lutein and zeaxanthin isomers.

#### 3.2.2 European blueberry (*Vaccinium myrtillus*)

**Key functions:** European blueberries are rich in anthocyanins (anthocyanin glycosides), with an anthocyanin content far exceeding that of ordinary blueberries. Key functions include: ① improving night vision and dark adaptation; ② strengthening retinal microvessels and reducing vascular leakage; ③ providing antioxidant protection for retinal cells; ④ forming a dual-pathway eye protection system ("vascular-macular") when combined with lutein/zeaxanthin.

**Global Brand Raw Materials:**

**Mirtoselect® (Indena, Italy):** The world's most authoritative European bilberry extract brand, standardized at 36% anthocyanins (calculated as anthocyanins), with over 40 years of clinical application history and extensive scientific research support.

Indena is one of the global pioneers in branding plant extract raw materials.

In domestic end-products, brands such as KNC have incorporated bilberry extract as an important component of their four-part eye protection system.

## 03. Global Brand Raw Material List for 2025-2026

### 3.3 Cognitive Health/Brain Health

The global brain health supplement market reached \$9.2 billion in 2023 and is projected to grow to \$19.3 billion by 2032. Japan is a mature market for brain health products globally, and as of September 2, 2025, the Consumer Affairs Agency of Japan had approved 779 functional food products that support cognitive enhancement.

#### 3.3.1 Strawberry leaf extract

**Brand ingredient: Sepibright™ (Seppic, France)**

**Key benefits:** Seppic's first brain-boosting plant extract, developed over five years, is clinically proven to improve long-term memory and learning ability, while also reducing stress. It works through the gut-brain axis mechanism: gut microbes metabolize polyphenols into bioactive compounds, which in turn affect neuroinflammation, nerve signal transduction, and memory-related stress pathways.

**Applications:** Brain health supplements, cognitive function support, healthy aging.

#### 3.3.2 Lion's Mane Mushroom Extract)

**Key benefits:** Rich in hericaria and hericin, it promotes the synthesis of nerve growth factor, supports neuronal repair and regeneration, and is one of the most sought-after ingredients in the "brain-boosting era" of 2026.

**Applications:** Cognitive enhancement supplements, neuroprotective products.

#### 3.3.3 Cocoa Extract

**Brand ingredient: Cocoamind (Groupe Berkem, France)**

**Key benefits:** Newly launched in 2026, this product contains nootropic plant-based active ingredients specifically designed for mental health, supporting cognitive function and emotional balance.

**Applications:** Cognitive health supplements, emotional support products.

#### 3.3.4 False Purslane (Bacopa monnieri / Brahmi)

**Core Functions:** Traditional Ayurvedic herbs, modern research has confirmed that they can improve memory formation speed, attention and information processing ability, and have become one of the "standard" cognitive supplements for working professionals and students in Europe and America.

**Global Brand Ingredients:**

**Bacognize® (Verdure Sciences, USA):** A brand ingredient featuring highly standardized Portulaca oleracea extract.

**BacoMind® (Natural Remedies, India)**

**KeenMind® (SFI Health, Australia)**

**Applications: Brain-boosting supplements, products for improving student concentration, and cognitive maintenance for the elderly.**

#### 3.3.5 Ginkgo Biloba Extract

**Core Function:** Ginkgo biloba extract remains one of the most widely used brain health ingredients globally. Standardized extracts typically contain 24% flavonoids and 6% terpene lactones. The Japanese Consumer Affairs Agency has approved 779 functional food products containing ginkgo biloba extract, primarily for supporting memory and attention.

**Global Brand Raw Materials:**

**GinkgoSelect® (Indena, Italy):** Utilizing a standardized EGb 761® extraction process, it is one of the world's most widely used Ginkgo raw material brands in clinical applications. EGb 761® is used as a prescription drug in Germany and other European countries for the treatment of cognitive impairment and peripheral vascular disease.

**Ginkgold® (Nature's Way, USA):** A representative brand of raw materials for the consumer market, using standardized extracts to ensure batch-to-batch consistency.

**Blackmores:** An Australian brand whose Ginkgo + Purslane dual-herb cognitive formula combines Ginkgo extract and purslane extract to support memory recall, cognitive function, and learning ability.

## 03. Global Brand Raw Material List for 2025-2026

### 3.4 Metabolic Health/Weight Management

The global overweight/obesity rate among adults is projected to increase from 42% in 2020 to 54% in 2035, making weight management a global health issue. The mechanisms of action of weight management functional ingredients revolve around three main areas: controlling energy intake, blocking energy absorption, and promoting energy expenditure.

#### 3.4.1 Citrus flavonoids (hesperidin/naringin)

**Core Benefits:** Citrus-derived polyphenols are positioned as a natural solution for holistic health and healthy aging in 2026. Citrus polyphenols exert multidimensional health benefits through anti-inflammatory regulation, gut microbiota interaction, and gut-brain axis regulation.

**Key Technology:** Micronization technology concentrates active ingredients and precisely delivers them to therapeutic targets, significantly improving bioavailability.

**Applications:** Metabolic health supplements, cardiovascular protection, blood sugar management.

#### 3.4.2 Berberine

**Core efficacy:** A natural plant alkaloid, widely found in plants such as *Coptis chinensis* and *Phellodendron amurense*. It regulates glucose and lipid metabolism by activating the AMPK pathway and is known as "natural metformin." In 2026, due to the widespread use of GLP-1 weight loss drugs, berberine, as one of the core ingredients of GLP-1 companion supplements, experienced a surge in demand.

**Applications:** Blood glucose management supplements, GLP-1 companion formulas, metabolic syndrome intervention.

#### 3.4.3 Bitter melon extract

**Key Efficacy:** Contains active ingredients such as momordicin, known as "plant insulin," which can mimic the action of insulin to promote glucose entry into cells for metabolism. Combined with chromium yeast, it can enhance blood sugar regulation.

**Applications:** Blood sugar support supplements, weight management products.

#### 3.4.4 Green coffee bean extract

**Key benefits:** Rich in chlorogenic acid (CGA), it reduces hepatic glucose release by inhibiting glucose-6-phosphatase while promoting fat oxidation metabolism, making it a classic ingredient in natural weight management products.

**Applications:** Weight management supplements, metabolism boosting products.

#### 3.4.5 Garcinia Cambogia Extract

**Key benefits:** The peel is rich in hydroxycitric acid (HCA), which can inhibit the activity of citrate lyase, blocking the conversion of carbohydrates into fat. It is commonly used in weight management and fat-loss formulas.

**Applications:** Fat-loss supplements, functional foods/drinks for weight management.

## 03. Global Brand Raw Material List for 2025-2026

### 3.5 Women's Health and Hormonal Balance

#### 3.5.1 Black Cohosh Extract

**Brand Ingredients:** Remifemin® (Schaper & Brümmer)

**Core Efficacy:** One of the most mature natural menopausal intervention programs in Europe and America, clinically proven to effectively relieve menopausal symptoms such as hot flashes, night sweats, mood swings, and insomnia. Its mechanism of action is non-estrogen dependent, acting by regulating neurotransmitters (serotonin, norepinephrine) and the hypothalamic thermoregulatory center.

**Applications:** Menopausal health supplement, perimenopausal symptom management.

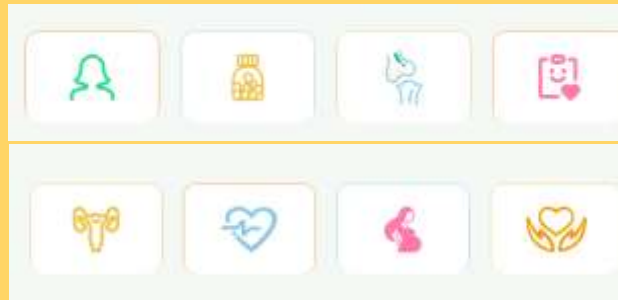
**Recommended Dosage:** 40-80 mg/day (standardized extract).

#### 3.5.2 Soy isoflavones

**Brand Ingredient:** OptiFlavone® (Bio-gen)

**Core Efficacy:** Phytoestrogens that selectively bind to estrogen receptor  $\beta$ , gently relieving menopausal symptoms. Several hormone-balancing products featuring branded soy isoflavones as their core ingredient were showcased at Expo West 2026.

**Applications:** Menopausal health, female hormone balance, bone health.



#### 3.5.3 Cranberry Extract

**Key benefits:** Contains type A proanthocyanidins (PACs), which can inhibit the adhesion of pathogenic bacteria to urethral epithelial cells, serving as a natural protective ingredient for urinary system health. With a significant increase in demand for menopausal health and urinary system health in Europe and America by 2026, cranberry extract has become a hot topic for differentiated development.

**Applications:** Urinary health supplements, women's intimate health products.



## 03. Global Brand Raw Material List for 2025-2026

### 3.6 Liver Health and Detoxification

#### 3.6.1 Milk thistle extract

**Core Efficacy:** Contains standardized silymarin, the most mature plant extract in the field of liver protection. It can stabilize hepatocyte membranes, promote hepatocyte regeneration, enhance glutathione synthesis, and improve antioxidant capacity. Chinese companies have become the world's number one in the production and sales volume of silymarin. A new product launched in 2026 utilizes silymarin phospholipid complex technology, significantly improving bioavailability.

**Applications:** Liver supplement, liver metabolic support, alcohol-related liver protection.

#### 3.6.2 Artichoke Extract

**Key benefits:** Contains cynarinic acid and chlorogenic acid, which can promote bile secretion and liver enzyme synthesis, accelerating liver metabolism. It is often combined with milk thistle extract to form a synergistic "repair + metabolism" approach.

**Applications:** Liver-protecting formulas, digestive aids, metabolic detoxification products.



## 03. Global Brand Raw Material List for 2025-2026

### 3.7 Joint and Inflammatory Health

#### 3.7.1 Curcumin

**Core Efficacy:** Contains standardized silymarin, the most mature plant extract in the field of liver protection. It can stabilize hepatocyte membranes, promote hepatocyte regeneration, enhance glutathione synthesis, and improve antioxidant capacity. Chinese companies have become the world's number one in the production and sales volume of silymarin. A new product launched in 2026 utilizes silymarin phospholipid complex technology, significantly improving bioavailability.

**Applications:** Liver supplement, liver metabolic support, alcohol-related liver protection.

#### 3.7.2 Frankincense Extract (Boswellia serrata)

**Brand Ingredients:** AprèsFlex® (PLT Health Solutions), Boswellin® Super (Sabinsa)

**Key Benefits:** Frankincense resin extract containing AKBA (acetyl-11-one- $\beta$ -boswellic acid), which selectively inhibits 5-lipoxygenase, effectively relieving joint discomfort. AprèsFlex® has a 52% higher absorption rate than standard frankincense extract.

**Applications:** Joint care supplements, sports joint protection, anti-inflammatory formula.

#### 3.7.3 Devil's Claw Extract

**Core efficacy:** Contains the active ingredient senna extract, which has significant anti-inflammatory and analgesic properties. It is commonly used for natural interventions for joint discomfort and lower back pain, and is often combined with curcumin and frankincense extract to form joint health complexes.

**Applications:** Joint pain management, exercise recovery, and chronic inflammation intervention.

## 03. Global Brand Raw Material List for 2025-2026

### 3.8 Immunosupport products

#### 3.8.1 Elderberry (*Sambucus nigra*)

**Plant Source:** The deep purple berries of elderberry (especially black elderberry), native to Europe and North America.

**Core Functions:** Elderberry is rich in anthocyanins and various flavonoids. Its core immune-supporting functions include: ① inhibiting the neuraminidase activity of influenza virus, preventing viral entry into host cells and replication; ② immunomodulatory effects, promoting the balanced secretion of pro-inflammatory and anti-inflammatory factors; ③ powerful antioxidant effects, reducing oxidative stress damage to immune cells; ④ alleviating the severity and duration of cold and flu symptoms.

**Global Brand Ingredients:**

**Eldercraft® (Iprona, Italy):** Standardized elderberry extract extracted using membrane concentration technology (non-thermal processing), preserving the integrity of the natural anthocyanin spectrum.

**BerryPharma®:** Another important elderberry brand ingredient.

At the retail level, brands such as Garden of Life have launched organic elderberry gummies, which combine organic black elderberry extract (from the *Sambucus* plant) with whole-food vitamins and minerals, and use an organic immune support blend (containing berries, echinacea, rosemary and guava), and are widely sold in the North American market.

#### 3.8.2 Echinacea

**Plant Source:** Native to North America, plants of the genus *Echinacea*, with *Echinacea angustifolia*\*, *Echinacea purpurea*\*, and *Echinacea pallida*\* being the most common varieties.

**Core Functions:** Echinacea's immune-supporting function involves non-specific immune activation, including: ① activating macrophages and natural killer cells, enhancing the innate immune response; ② regulating cytokine release; ③ preventing and shortening the duration of upper respiratory tract infections.

Echinacea is often used in combination with elderberry to create a synergistic immune effect of "rapid response + sustained support."

**Global Brand Ingredients:**

**Global Brand Ingredients: Echinaforce® (Switzerland A.**

**Vogel/Bioforce):** The world's most prestigious brand of echinacea raw materials, using a whole-herbal extraction process from fresh, organic echinacea plants. It has decades of clinical application history and numerous clinical studies, and is used as a registered herbal medicine in Switzerland, Germany, the UK, and other European countries.

**EchiPure™:** A standardized echinacea extract brand ingredient.



## 03. Global Brand Raw Material List for 2025-2026

### 3.9 Sleep Support

#### 3.9.1 Passionflower Extract

**Key benefits:** Contains specific flavonoids that regulate nervous system activity by increasing GABA receptor affinity, gently promoting relaxation and sleep without causing drowsiness the following day.

**Applications:** Sleep aid supplement, anxiety relief, stress management.

#### 3.9.2 Valerian Root Extract

**Key benefits:** Contains valeric acid and valerate, which increase central GABA concentration by regulating GABA metabolism (inhibiting GABA transaminase), promoting deep sleep and REM sleep quality. It is one of the most traditional natural sleep aid ingredients in Europe and America.

**Applications:** Sleep aid supplement, sleep quality improvement.

#### 3.9.3 Lemon Balm Extract

**Key benefits:** Contains active ingredients such as rosmarinic acid, possessing calming and anti-anxiety effects. It is often combined with valerian and passionflower in sleep support formulas, and can also be used alone to relieve mild anxiety and digestive tension.

**Applications:** Sleep aid formulas, mood soothing, digestive relaxation.

## 03. Global Brand Raw Material List for 2025-2026

### 3.10 Digestive Health

#### 3.10.1 Peppermint extract/Peppermint oil

**Key Efficacy:** A selective calcium channel blocker that relaxes gastrointestinal smooth muscle and promotes gas expulsion. Enteric coating technology precisely releases peppermint oil into the small intestine, preventing damage from stomach acid and acid reflux.

**Applications:** Irritable bowel syndrome management, indigestion, abdominal bloating.

#### 3.10.2 Ginger extract

**Key benefits:** Contains gingerol and shogaol, which have antiemetic, digestive, and gastrointestinal motility-enhancing effects. It also possesses anti-inflammatory and immunomodulatory properties, and is often combined with peppermint and fennel for digestive health.

**Applications:** Digestive aid, antiemetic (pregnancy nausea/motion sickness), gastrointestinal motility enhancer.

#### 3.10.3 Fennel Seed Extract

**Key benefits:** It has a significant antispasmodic effect, effectively relieving bloating and abdominal cramps caused by indigestion. It is often combined with peppermint oil and curcumin to form a mild digestive conditioning formula.

**Applications:** Relief of bloating, digestive comfort, and management of abdominal cramps.

## 03. Global Brand Raw Material List for 2025-2026

### 3.11 Oral beauty treatments

The global oral beauty market is projected to exceed 89 billion yuan in 2025-2026, with collagen peptides experiencing a compound annual growth rate of 26.7%. Plant extracts are transitioning from a supporting role to a core ingredient in the oral beauty industry.

#### 3.11.1 Whole Grape Extract

**Plant Source:** Whole grapes (including grape skin, seeds, and pulp).  
**Core Functions:** Whole grape extract contains resveratrol, proanthocyanidins (OPCs), flavanols, and other polyphenolic active substances, exhibiting multi-target anti-aging effects. Specific functions include: ① Powerful antioxidant activity, scavenging free radicals; ② Protecting collagen and elastin from oxidation and enzymatic degradation, delaying skin photoaging; ③ Inhibiting tyrosinase activity, reducing melanin production; ④ The resveratrol component has the function of activating the SIRT1 longevity protein. In high-end anti-aging products (such as NMNH products), whole grape extract acts as a co-ingredient of polyphenols, synergistically working with the core anti-aging precursors.

**Global Brand Raw Materials:**

**Vitaflavan® (France DRT/les Dérivés Résiniques et Terpéniques):** Brand raw material for grape seed oligomeric proanthocyanidins.

**Vinoval® (France):** Standardized extract of grape seeds and grape skins, characterized by high OPC content.

In addition, companies such as Indena in Italy also have important branded raw materials in the field of grape seed extract (such as Leucoselect® Phytosome®).

#### 3.11.2 Golden Top Pleurotus ostreatus Concentrate Powder (Ergothioneine Source)

**Applications:** In the field of oral beauty products, Golden Oyster Mushroom (a type of mushroom) concentrate, as a natural source of ergothioneine, is increasingly being used in collagen and oral beauty products.

**Combination Formula:** Fish collagen peptides + elastin peptides + fish collagen tripeptides + PQQ + glutathione-enriched yeast + Golden Oyster Mushroom concentrate (containing ergothioneine) + sodium hyaluronate – reflecting the trend of plant-derived functional ingredients forming multi-target synergistic effects with animal-derived collagen in oral beauty products.

#### 3.11.3 Pycnogenol® (French sea pine bark extract)

**Core Efficacy:** A globally renowned brand of standardized pine bark extract, containing over 40 active ingredients including proanthocyanidins, catechins, and phenolic acids. Clinical data covers skin anti-glycation, sun protection, collagen regeneration, and vascular health.

**Applications:** Oral beauty treatments, skin anti-aging, vascular health, and exercise recovery.

## 03. Global Brand Raw Material List for 2025-2026

### 3.12 Sports Nutrition and Energy

#### 3.12.1 Beetroot Extract

**Key Benefits:** Rich in natural nitrates and betalains. Nitrates are converted into nitric oxide by oral bacteria, promoting vasodilation and muscle oxygenation. Proven to enhance athletes' aerobic and anaerobic performance, increasing endurance and muscle strength. Betalains have 3-4 times the antioxidant capacity of vitamin C.

**Applications:** Pre-workout supplement, endurance enhancement, cardiovascular health.

#### 3.12.2 American Ginseng Extract

**Core Efficacy:** Standardized American ginseng extract with a unique combination of saponins. Recognized as a "next-generation sports nutrition ingredient" in the 2026 Vitafoods Innovation Awards, its applications cover attention, reaction speed, and mental energy, aligning with the esports and high-intensity interval training (HIIT) markets.

**Applications:** Pre-workout supplements, cognitive-physical complex products, esports nutrition

## 03. Global Brand Raw Material List for 2025-2026

### 3.13 Summary of NutraIngredients Europe Awards 2026

The 2026 NutraIngredients European Awards' "Ingredient of the Year" selection will focus on three main areas: **precise mechanisms** (such as Vanizem®'s endocannabinoid pathway and TWK10®'s gut-muscle axis), **dosage forms and technological barriers** (such as Levagen®+'s LipiSperse® cold water dispersible technology), and **a shift from single ingredients to systemic solutions** (such as HOWARU® GI Complete's multi-strain pre-mix and Elissara®'s multi-herb complex).

**Vanizem® – the only ingredient to win two awards at this year's awards;** Vanizem® is a fast-acting mood-regulating plant extract launched in 2024. Clinically proven to significantly improve mood, reduce stress levels, and improve sleep quality within 3 days, it is a representative of non-sedative natural mood-regulating ingredients.

Award Categories	Raw material name	Active ingredients	Brand Enterprises
Beauty from within	Elissara®	Patented plant complex extract (multi-herb formula)	Monteloeder by Suannutra (Spain)
Botanical	Vanizem®	<b>African cardamom (Aframomum melegueta) seed extract, standardized as a vanillin-like active ingredient.</b>	Nektium (Spain)
Healthspan	Levagen®+	Palmitoylethanolamide (PEA), using LipiSperse® cold water dispersible technology	Saanroo (Australia/India)
Microbiome Modulation	HOWARU® GI Complete	A complex formula of 5 GRAS-certified probiotic strains (NCFM, Lpc-37, BI-04, Bi-07, HN019)	IFF Health Sciences (USA)
Sports Nutrition	TWK10®	Lactiplantibacillus plantarum TWK10 is available in both live and metabiotic forms.	Synbio Tech (Taiwan, China)
Mind and Mood	Vanizem®	<b>African cardamom (Aframomum melegueta) seed extract inhibits FAAH enzymes and protects endocannabinoids.</b>	Nektium (Spain)

## 03. Global Brand Raw Material List for 2025-2026

### 3.14 2026 Vitafoods European Innovation Awards - Plant-related Awards

#### Three major industry trends:

**\*\*Ultra-low dose, high efficacy:\*\*** Ashwa.30 (30mg/day) and 360GUT® (600mg/day) both achieve clinical efficacy with significantly lower doses than traditional similar products, providing product developers with greater formulation freedom.

**\*\*Precision mechanism:\*\*** Metaboliid® targets the GLP-1/AMPK pathway, while DracoBelle™ Nu targets the AMPK/FOXO pathway. The industry is shifting from focusing on "what ingredients are included" to "what problem is precisely being solved."

**\*\*Clear target audience:\*\*** Omega™ targets menopausal women, marking the entry of the nutrition industry into a scientific stage of segmented populations. The key to future competition will be clearly defining whose problem the product is addressing.

Award Categories	Raw material name	Active ingredients	Brand Enterprises
Sports nutrition and vitality nutrition ingredients	Ashwa.30	Ashwa extract from pure roots, standardized as 30% Ashwa Bio-Active Complex (15% ashwalactone + 15% ATP active ingredient).	Natural Remedies (India)
Immune and gut health ingredients	360GUT®	Wild thyme (Thymus serpyllum) is rich in polyphenol extracts.	Martin Bauer Nutraceuticals (Germany)
Weight Management Ingredients	Metaboliid®	Blend of roselle and lemon verbena extracts	Monteloeder by Suannutra (Spain)
Oral beauty ingredients	DracoBelle™ Nu	Extract of Dracocephalum moldavica, a plant in the genus Dracocephalum.	Mibelle AG Biochemistry (Switzerland)
Healthy aging ingredients	Omega™ Omega-7 FFA	Plant-based Omega-7 free fatty acids derived from sea buckthorn	Puredia (China))
Startup Challenge	OPTISOLV Berberine	Berberine (a plant-derived alkaloid) is produced using a proprietary double-coated cyclodextrin-phospholipid complex technology.	EVANIUM (Germany)

### 03. Global Brand Raw Material List for 2025-2026

#### Overview of Global Brand Raw Material List 2025-2026

In 2025-2026, the core competitiveness of global brand raw materials for plant extracts has shifted from the single advantages of "origin" and "price" to the depth of clinical evidence, compliance with global standards, standardized brand operation, and multi-target synergistic solutions.

Functional Areas	Raw material name	Global representative brand raw materials	Core Functions
Adaptation/Stress Management	Ashwagandha	KSM-66® (Ixoreal) 、 Sensoril® (Natreon) 、 Shoden® (Arjuna)	Lowering cortisol, improving sleep, and relieving stress
Adaptation/Stress Management	Rhodiola rosea	Rhodiolife® (Natreon)	Anti-fatigue, enhances cognition
Eye health	Lutein/Zeaxanthin	FloraGLO® (DSM/Kemin), OPTISHARP® (DSM)	Macular protection, blue light filtering, cognitive support
Eye health	European blueberry	Mirtoselect® (Indena)	Improves night vision and protects microvessels.
Cognitive Health	Ginkgo biloba extract	GinkgoSelect®/EGb 761® (Indena)	Improves cerebral microcirculation and inhibits β-amyloid protein.
Cognitive Health	False purslane	Bacognize® (Verdure) 、 BacoMind® (Natural Remedies)	Maintaining acetylcholine, neuroprotection
Metabolic/Weight Management	White kidney bean extract	Phase 2® (Ashland/Pharmachem)	α-Amylase inhibitors block carbohydrate absorption
Metabolic/Weight Management	Green tea extract	Teavigo® (DDM) and Sunphenon® (Sun Chemical)	Promotes fat oxidation and increases thermogenesis
Metabolic/Weight Management	Fucoxanthin	ThinOgen® (BGG) 、 FucoSlim®	Activating UCP1 for thermogenesis and regulating gut microbiota
Immunity	elderberry	Eldercraft® (Iprona)	Inhibits influenza virus and regulates immunity
Immunity	Purple Coneflower	Echinaforce® (A. Vogel/Bioforce)	Activate macrophages to prevent upper respiratory tract infections
Oral beauty	Whole grape extract	Vitaflavan®、Vinoval®	Antioxidant, protects collagen

## 04. Key Trend Analysis

### 4.1 Five key plant extract raw materials worth paying attention to in 2026

In 2026, competition in the health industry raw materials will revolve around four areas: cross-border compliant raw materials, natural plant polyphenols, cellular energy components, and precision nutrition.

1. **Citrus Flavonoids** – Precise Metabolic Health, Dual-Line Approach to Cardiovascular and Blood Sugar Management
2. **Turmeric and Citrus Reticulatae** – “Super Ingredients” of 2026, Expanding the Scope of Food and Medicine Homogenization
3. **Adaptogens (Ashwaadiah/Saffron/Rhodiola)** – Driven by the Emotional Economy for Continued High Growth
4. **Cognitive Ingredients (Lion's Mane Mushroom/Purslane/Strawberry Leaf Extract)** – The Era of Brain Enhancement Arrives
5. **Natural Pigments (Capsicum Red/Curcumin/Betaine)** – Clean Labels Drive Category Expansion



## 04. Key Trend Analysis

### 4.2 Market Drivers

**4.2.1 Cleanliness Labels and Natural Alternatives:** Declining consumer trust in synthetic additives is accelerating the iteration of clean-label products. In North America, clean-label claims have become standard practice for new food and beverage launches, and retailers are enforcing stricter ingredient transparency policies. Brands that cannot disclose the complete source of their ingredients face the risk of being removed from shelves. This trend is directly driving food and beverage manufacturers to replace synthetic additives with plant extracts.

#### 4.2.2 Three Core Technology Trends:

**From “ingredient content” to “bioavailability”** – Consumers are shifting their focus from the ingredient content on the label to actual absorption efficiency, and delivery technologies such as liposome encapsulation, microencapsulation, and micronization are becoming standard features of high-end products.

**Clinical evidence and transparency requirements are rising** – European and American retailers are demanding new levels of consistency in ingredient fingerprints, DNA identification, and third-party traceability certification.

**Sustainability is becoming a prerequisite for entry** – carbon footprint labeling and biodiversity certification are becoming mandatory requirements for entering mainstream European supermarkets.

**4.2.3 AI and Digital-Driven R&D and Business Innovation:** Artificial intelligence and big data are profoundly changing the plant extract industry. **Trends towards product development, personalized nutrition, and the DTC (direct-to-consumer) model.**

**4.2.4 Regulatory progress fuels market expansion:** Several key regulatory developments in 2025-2026 are opening up new opportunities for the plant extract market.

**\*Several plant-based ingredients**, such as elderberry anthocyanins, have been approved for use in general food products in China.

These regulatory breakthroughs are removing market access barriers for many high-growth raw materials, driving the transition of product categories from "niche professional channels" to "mass consumer goods".

### 4.3 Global Category Trends

The period from 2025 to 2026 is a crucial turning point for global plant extract brands, marking a shift from quantitative to qualitative changes in raw materials. At the category level, the four most active sectors are adaptogens and mood regulation (Affron®/KSM-66®), cognitive health (Sepibright™/Cocoamind), and women's health (Remifemin®).

**Oral beauty/anti-aging** – The global oral collagen peptide market has exceeded RMB 48 billion, with a CAGR of 19.3%, and the combination of plant polyphenols and collagen has become the mainstream trend.

**Emotions and brain health** – adaptogens and brain-boosting ingredients are the fastest growing categories. In 2026, demand for lion's mane mushroom, rhodiola rosea, and ashwagandha from European and American working professionals and students will continue to surge.

**GLP-1 companion supplements** – With the widespread use of weight loss drugs, plant-based formulas (berberine, pea protein, and functional fiber complex products) targeting muscle protection, nutritional supplementation, and gut balance are poised to become a breakout product in 2026.

**Menopausal health** – the demand for women's health management throughout their entire life cycle is surging, creating opportunities for differentiated development of raw materials such as black cohosh, soy isoflavones, and cranberry extract.

**Synergistic Formulas and Precision Nutrition:** Single-ingredient formulations are being replaced by multi-target synergistic solutions: Combinations such as Ashwagandha + Rhodiola Rosea, Ginkgo Biloba + Portulaca oleracea, and lutein + zeaxanthin + blueberry + astaxanthin are becoming mainstream. Raw material suppliers are no longer providing single, standardized extracts, but rather "synergistic combination solutions" based on clinical evidence. ◦



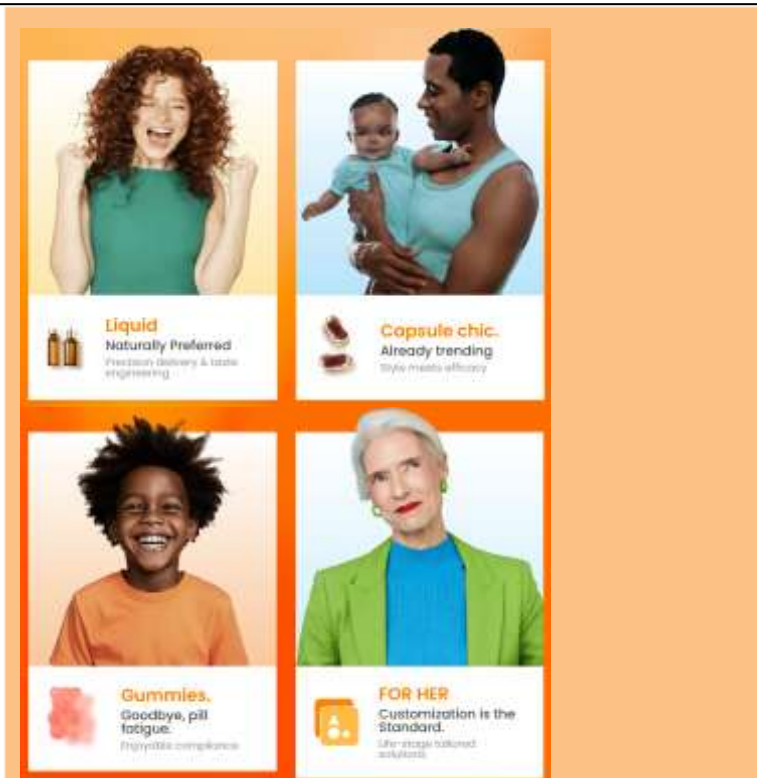
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