

# Astaxanthin Market to Hit \$2.57 billion by 2025

According to a new report by Grand View Research, Inc., awareness about astaxanthin's health benefits, safety, and potential uses is expanding and its market growth is expanding right along with it.

## Growth Factors

### Advanced Technologies

- Microalgae harvesting
- Cultivation and extraction
- Drying

### B. North America

- Presence of key manufacturers
- Health-conscious population
- Booming nutraceutical industry

### C. Benefits

- Exercise endurance
- Cardiovascular health
- Skin moisture

### D. Forms

- Softgels
- Capsules
- Tablets

### E. Target Consumers

- Athletes
- Aging population
- Heart patients