

Global Sea Buckthorn Oil Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 132.4 m
Forecast (2031)	USD 214.7 m
CAGR (2021-2031)	8.4%
Study period	2021-2031
Largest region	Asia-Pacific · 41.9%
Fastest-growing region	Asia-Pacific · 9.6%
Market concentration	Low
Licence	Individual / Company

The global sea buckthorn oil market reached USD XXX million in 2025 and is forecast to attain USD XXX million by 2031, expanding at an XX% CAGR. Personal care and cosmetics accounted for XX% of base-year revenue, while dietary supplements are advancing rapidly as omega-7 positioning moves into dry-eye, skin-hydration and women's-health formulations. Asia-Pacific held XX% of global value in 2025 and will remain both the largest and fastest-growing regional market. Competitive advantage is shifting toward vertically integrated, traceable supply, supercritical CO2 extraction and standardized berry-pulp and seed-oil compositions.

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Executive summary

The global sea buckthorn oil market reached USD XXX million in 2025 and is forecast to attain USD XXX million by 2031, expanding at an XX% CAGR. Personal care and cosmetics accounted for XX% of base-year revenue, while dietary supplements are advancing rapidly as omega-7 positioning moves into dry-eye, skin-hydration and women's-health formulations. Asia-Pacific held XX% of global value in 2025 and will remain both the largest and fastest-growing regional market. Competitive advantage is shifting toward vertically integrated, traceable supply, supercritical CO2 extraction and standardized berry-pulp and seed-oil compositions.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global market generated USD XXX million in 2025 and will reach USD XXX million by 2031.
- Market revenue increased at a XX% CAGR between 2021 and 2025 and will expand at an XX% CAGR from 2025 to 2031.
- Asia-Pacific accounted for XX% of 2025 revenue and is forecast to grow at a XX% CAGR through 2031.
- Berry-pulp oil held XX% of market value in 2025, supported by its high-value omega-7 and carotenoid positioning.
- Personal care and cosmetics represented XX% of revenue, while dietary supplements captured XX%.
- Supercritical CO2-extracted oil accounted for XX% of market value and is forecast to grow at a XX% CAGR.
- Business-to-business ingredient sales represented XX% of 2025 value, although direct-to-consumer e-commerce is expanding at a XX% CAGR.
- India reported XXX hectares under sea buckthorn cultivation, compared with XXX hectares in China, XXX hectares in Mongolia and XXX hectares in Russia in the Government of India's published cultivation benchmark.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Sea Buckthorn Oil Market Trends and Growth Drivers

Sea buckthorn oil sits at the intersection of specialty botanical oils, natural cosmetics and condition-specific supplements. Its commercial value is determined less by crude oil volume than by plant part, palmitoleic-acid concentration, carotenoid content, extraction route, organic status and the strength of the supporting quality dossier.

Demand is moving from general superfruit positioning toward specific consumer needs: skin-barrier repair, dry-eye support, intimate dryness and healthy-aging nutrition. This transition raises the value of standardized seed-and-pulp blends and application-ready ingredients while increasing scrutiny of claims, identity and compositional consistency.

Supply economics remain shaped by geographically concentrated cultivation, difficult harvesting and a short processing window after berry collection. Vertically coordinated processors can capture premiums by stabilizing berries near origin, separating seed and pulp streams and converting both into export-compliant oils.

Growth drivers

Plant-based omega-7 moves into mainstream supplementation

Sea buckthorn berry oil provides a differentiated botanical source of palmitoleic acid for consumers seeking alternatives to marine lipids. Supplement companies are placing omega-7 beside omega-3 in skin, eye and mucosal-health portfolios, increasing both addressable demand and revenue per kilogram for standardized oils.

Barrier-repair skincare raises cosmetic oil demand

Facial oils, recovery balms and sensitive-skin products increasingly emphasize lipid replenishment and the skin barrier. Sea buckthorn's fatty-acid profile and naturally intense carotenoid color give formulators a premium botanical story, with the strongest uptake in prestige, natural and dermocosmetic channels.

Women's wellness creates a high-value application cluster

Menopause, intimate dryness and mucosal comfort are becoming distinct consumer-health categories rather than extensions of general skincare. Oil capsules, intimate moisturizers and topical formulations command premium prices and favor standardized seed-and-pulp blends with documented composition.

CO2 extraction supports premium specifications

Supercritical CO2 processing reduces thermal stress and solvent-residue concerns while enabling selective fractionation of seed and pulp material. The technology improves supplier access to export-oriented nutraceutical and prestige-cosmetic customers that require tighter oxidation and contaminant specifications.

Organic and origin-certified ingredients gain procurement weight

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Brands are assigning greater value to organic certification, plot-level traceability and independently tested contaminant profiles. This favors vertically integrated Himalayan, Chinese, Mongolian and Northern European supply chains and supports a sustained premium over anonymously traded oil.

Digital education accelerates specialist-brand conversion

Direct-to-consumer brands can explain the functional difference between berry, seed and blended oils more effectively than conventional retail shelves. Subscription capsules, product bundles and before-and-after skincare content lift repeat purchasing while reducing dependence on mass-market awareness.

Restraints

Berry supply remains seasonal and concentrated

Commercial supply depends heavily on a limited set of growing regions with difficult terrain, cold-climate harvest windows and uneven mechanical-harvesting penetration. Weather variability and labor constraints can tighten berry availability quickly, raising input costs for processors without contracted or owned acreage.

Oxidation and carotenoid color complicate formulation

The oil requires controlled processing, oxygen exposure and storage to preserve sensory and chemical quality. Its strong orange-red pigmentation can stain skin, packaging and textiles, limiting inclusion rates in lightly colored cosmetics and increasing formulation-development costs.

Composition variability weakens comparability

Fatty-acid and carotenoid profiles differ materially by species, geography, plant part, harvest timing and extraction process. Buyers must invest in identity testing and specification management, while low-priced diluted or ambiguously labeled products can erode category trust.

Claims regulation raises commercialization costs

Suppliers and brands must separate cosmetic, food-supplement and therapeutic positioning across major jurisdictions. Safety substantiation, ingredient dossiers, facility obligations and restrictions on disease claims raise entry costs, particularly for smaller exporters and digital-first brands.

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Sea Buckthorn Oil Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Plant-based omega-7 moves into mainstream supplementation	XXX	XXX	XXX
Barrier-repair skincare raises cosmetic oil demand	XXX	XXX	XXX
Women's wellness creates a high-value application cluster	XXX	XXX	XXX
CO2 extraction supports premium specifications	XXX	XXX	XXX
Organic and origin-certified ingredients gain procurement weight	XXX	XXX	XXX
Digital education accelerates specialist-brand conversion	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Berry supply remains seasonal and concentrated	XXX	XXX	XXX
Oxidation and carotenoid color complicate formulation	XXX	XXX	XXX
Composition variability weakens comparability	XXX	XXX	XXX
Claims regulation raises commercialization costs	XXX	XXX	XXX

Source: XXX

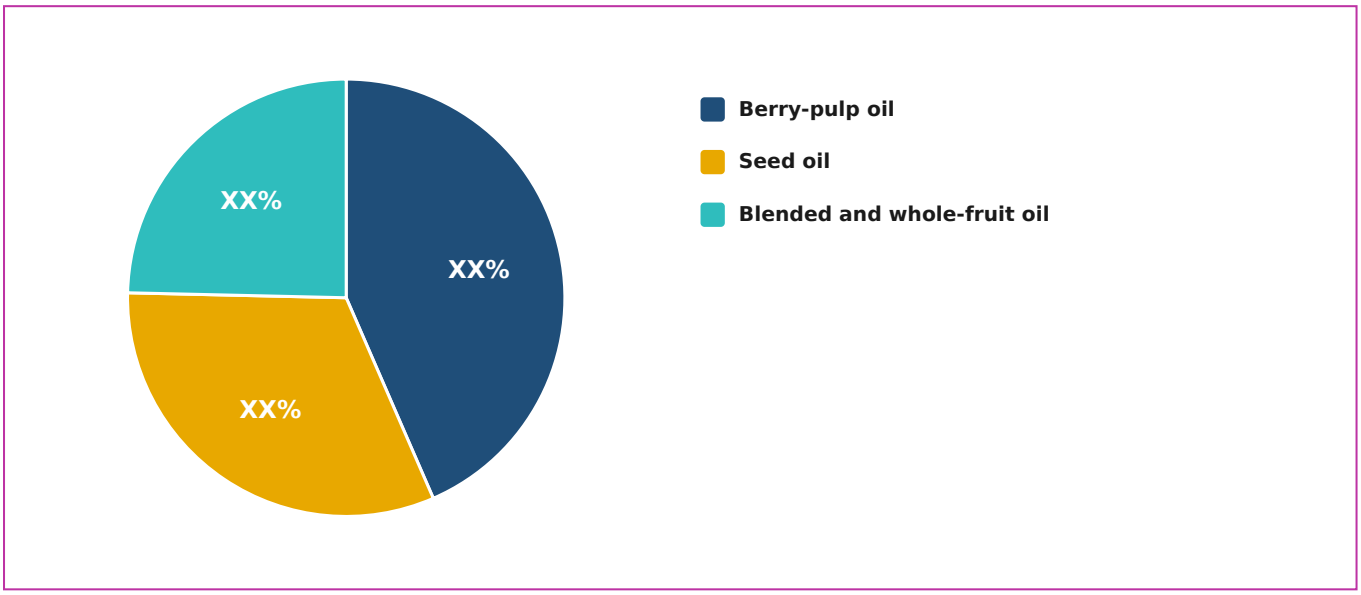
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Sea Buckthorn Oil Market Segmentation Analysis

By Oil Source

Berry-pulp oil commands the largest revenue share because of its palmitoleic-acid, carotenoid and premium omega-7 positioning. Seed oil serves facial-care and multi-omega formulations where linoleic and alpha-linolenic acids are valued. Blended and whole-fruit oils are growing fastest as supplement formulators seek a broader lipid and antioxidant profile in one standardized ingredient.

Value share by oil Source, 2025



Source: XXX

Value by oil Source, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Berry-pulp oil	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Seed oil	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Blended and whole-fruit oil	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Extraction Method

Supercritical CO2 extraction leads market value because it supports solvent-free premium claims, selective fractionation and controlled low-temperature processing. Cold pressing remains important for minimally processed organic oils and smaller regional producers. Solvent extraction retains a role in price-sensitive bulk supply, but its share is declining as cosmetics and supplement buyers impose tighter residue and process-documentation requirements.

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Value by extraction Method, USD bn

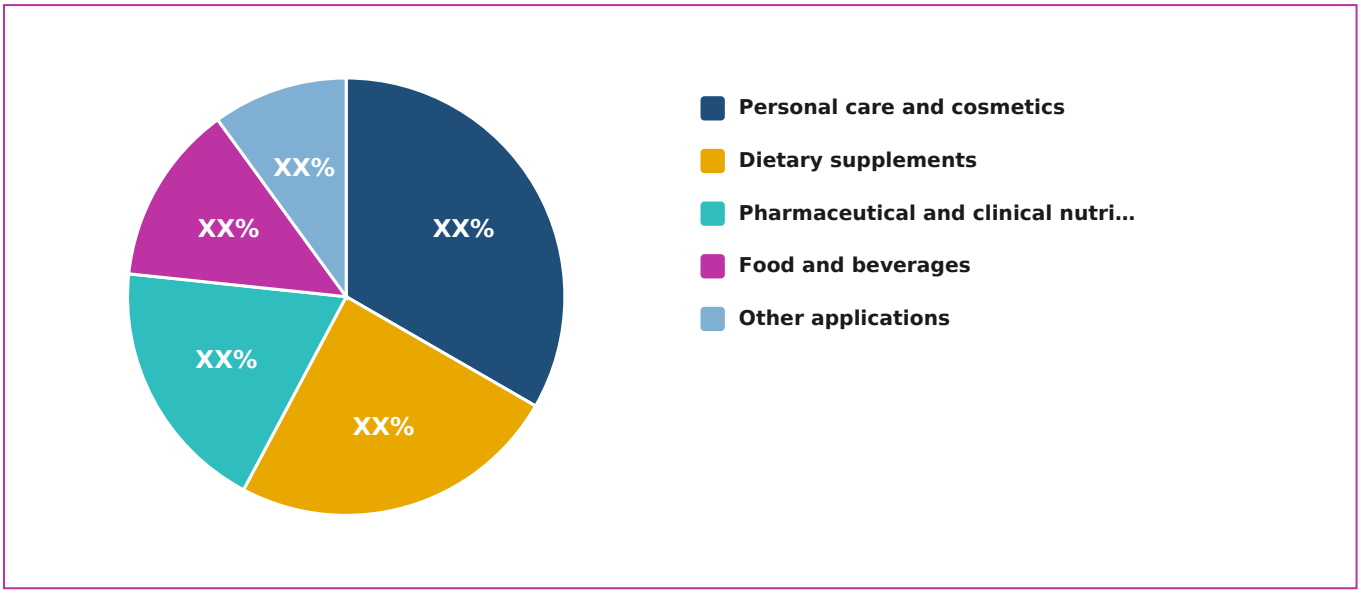
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Supercritical CO2 extraction	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Cold pressing	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Solvent extraction	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other extraction methods	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Personal care and cosmetics lead through facial oils, creams, balms, cleansers and intimate-care products that emphasize barrier support and botanical antioxidants. Dietary supplements are gaining share as omega-7, dry-eye, skin-hydration and mucosal-wellness claims attract specialist brands. Pharmaceutical development remains selective and evidence-led, while food and beverage use is constrained by the oil's intense color, flavor and premium cost.

Value share by application, 2025



Source: XXX

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Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Personal care and cosmetics	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Dietary supplements	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pharmaceutical and clinical nutrition	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Food and beverages	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other applications	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

Direct manufacturer and distributor contracts dominate because cosmetic and supplement formulators require specifications, samples, certificates of analysis and recurring bulk supply. E-commerce is expanding fastest through specialist oil brands, subscription capsules and marketplace discovery. Health stores and pharmacies retain influence where staff recommendation and clinically oriented positioning support conversion.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
B2B ingredient sales	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct-to-consumer e-commerce	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Health and specialty retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pharmacy and mass retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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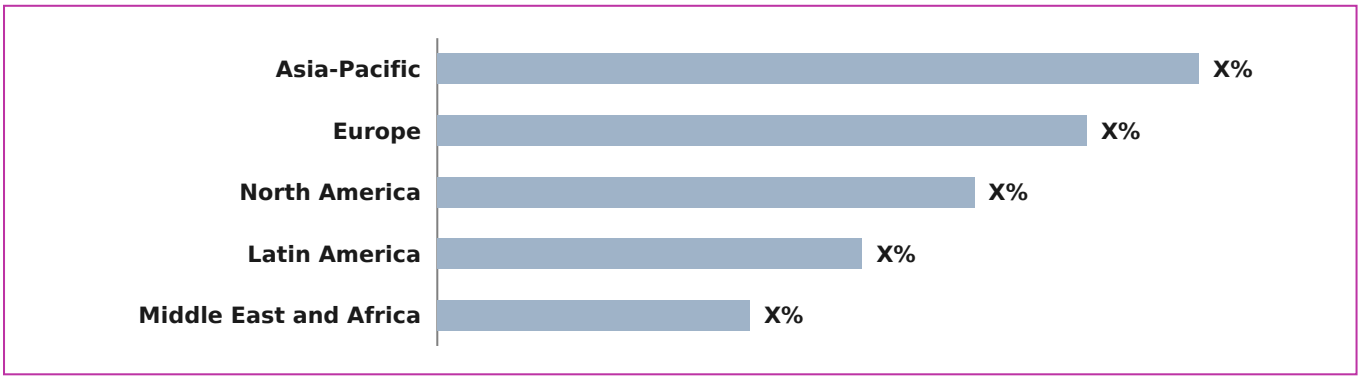
Sea Buckthorn Oil Market Regional Analysis and Country Outlook

Asia-Pacific generated XX% of global revenue in 2025 and will expand at a XX% CAGR through 2031. China combines extensive sea buckthorn resources, established primary processing and a large domestic botanical-wellness market, while India's Himalayan states provide a strong origin story for wild-harvested and community-sourced oils. Regional suppliers are moving beyond crude exports into CO2-extracted fractions, capsules, branded skincare and standardized omega-7 ingredients.

Europe accounted for XX% of 2025 revenue. Germany and the Nordic countries support a mature natural-cosmetics and supplement base, while Finland has developed clinically positioned seed-and-pulp formulations for mucosal wellness. Baltic cultivation, German specialty-oil processing and EU-wide organic and cosmetic compliance give the region a strong position in premium, documented ingredients.

North America held XX% of the market, led by the United States. Specialist brands have built awareness through natural-product retailers and direct e-commerce, with growth now concentrating in barrier skincare, dry-eye nutrition and menopausal wellness. Latin America and the Middle East and Africa remain smaller but attractive markets for imported premium oils, especially through online beauty and pharmacy channels.

Growth rate by region, 2025-2031



Source: XXX

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Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Sea Buckthorn Oil Market Competitive Landscape and Company Share

The market has low concentration: the ten largest suppliers and specialist brands represented XX% of global revenue in 2025. Competition spans vertically integrated berry processors, European specialty-oil distributors, private-label supplement manufacturers and consumer brands. No participant controls the global supply base, and product specifications remain differentiated by origin, plant part, extraction process, organic status and omega-7 content.

Ingredient suppliers compete through contracted acreage, CO2 extraction capability, batch-level certificates of analysis and the ability to deliver separate seed, pulp and blended oils. Consumer specialists such as SIBU, SeabuckWonders, Membrasin and Pharma Nord compete on origin narratives, clinically associated formulations, capsule potency and established natural-retail distribution.

Strategic activity centers on formulation launches, channel expansion and compliance investment rather than large-scale consolidation. The strongest operators are building defensibility through vertically coordinated sourcing, contaminant and oxidation testing, organic certification, proprietary oil blends and focused positioning in skin-barrier and mucosal-health applications.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
SIBU	XXX	XXX	XXX	XXX
SeabuckWonders	XXX	XXX	XXX	XXX
Aromex Industry	XXX	XXX	XXX	XXX
Puredia	XXX	XXX	XXX	XXX
Membrasin	XXX	XXX	XXX	XXX
Pharma Nord	XXX	XXX	XXX	XXX
Henry Lamotte Oils	XXX	XXX	XXX	XXX
Gustav Heess	XXX	XXX	XXX	XXX
All Organic Treasures	XXX	XXX	XXX	XXX
AOS Products	XXX	XXX	XXX	XXX

Source: XXX

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Sea Buckthorn Oil Market Forecast and Commercial Opportunities

The market will add USD XXX million in annual revenue between 2025 and 2031. Growth will increasingly come from formulated applications rather than undifferentiated bulk oil, with dietary supplements, prestige skincare and women's wellness capturing the largest incremental value. CO2-extracted material will gain share as premium buyers tighten requirements for extraction history, residual-solvent control and oxidative stability.

In the base-case forecast, improved cultivation, by-product recovery and regional extraction investment keep raw-material availability aligned with demand. An upside scenario driven by broader omega-7 adoption and successful clinical commercialization would lift the 2025-2031 CAGR to XX%, while repeated crop disruptions and aggressive enforcement against unsupported claims would reduce it to XX%.

Winning suppliers will combine assured berry access with reproducible chemistry and application support. The most attractive whitespace lies in standardized seed-and-pulp blends, microencapsulated formats, low-color cosmetic fractions and traceable organic products designed for export markets.

Opportunities

- Standardized omega-7 ingredients for dry-eye and mucosal-health formulations
- Upcycled seed oil from juice-processing streams
- High-purity cosmetic actives with carotenoid and palmitoleic-acid specifications
- Contract extraction capacity near Himalayan, Chinese, Mongolian and Baltic growing areas
- Microencapsulated powders and water-dispersible delivery formats
- Clinically supported women's-health products
- Traceability platforms connecting cultivation plots, extraction batches and finished products

> This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.

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