

Global Natural and Herbal Products Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Natural and Herbal Products market size was valued at US\$ 162574 million in 2025 and is forecast to a readjusted size of US\$ 237834 million by 2032 with a CAGR of 5.6% during review period.

Natural and Herbal Products are commercial finished and semi-finished products derived mainly from herbs, medicinal plants, roots, flowers, seeds, fruits, fungi, plant oils, marine botanicals, and other natural sources for health, wellness, nutrition, personal care, and functional lifestyle uses. This category includes herbal supplements, botanical extracts, traditional herbal preparations, herbal teas, natural health powders, capsules, tinctures, essential-oil-based products, plant-based functional ingredients, and selected natural personal-care formulations. Their value depends on raw-material origin, active content, safety, efficacy perception, formulation quality, traceability, and regulatory compliance. This category excludes synthetic pharmaceuticals, ordinary food commodities, non-botanical chemicals, purely synthetic cosmetics, and unprocessed agricultural raw materials sold without health or wellness positioning. The industrial chain of Natural and Herbal Products includes upstream suppliers of medicinal herbs, botanical raw materials, cultivated plants, wild-harvested materials, fungi, plant oils, natural excipients, capsules, packaging materials, testing reagents, extraction solvents, drying equipment, grinding equipment, extraction systems, filtration systems, concentration equipment, and quality inspection instruments. The midstream consists of raw-material processors and finished-product manufacturers that conduct selection, cleaning, drying, extraction, concentration, blending, granulation, encapsulation, tableting, bottling, microbial control, active-ingredient standardization, stability testing, contaminant testing, and regulatory documentation. Downstream channels and users

include supplement brands, herbal product distributors, pharmacies, health stores, e-commerce platforms, wellness retailers, personal-care brands, food and beverage formulators, clinics, spas, and consumers seeking natural health products.

The Natural and Herbal Products market is structurally supported by preventive health consumption, clean-label preferences, plant-based ingredients, traditional wellness concepts, and rising interest in lower-synthetic daily care products. However, the market is broad and uneven: standardized extracts, supplements with clear functional positioning, natural personal care, herbal beverages, digestive health, stress and sleep support, immunity support, and healthy aging products show better demand quality than generic herbal mixtures. Growth is shifting from simple natural-origin claims toward evidence-backed formulation, supply-chain transparency, contaminant control, active-ingredient standardization, and credible safety documentation. Competitive pressure comes from raw-material adulteration, unstable botanical quality, exaggerated marketing, regulatory scrutiny, and consumer trust concerns. Suppliers with sourcing control, testing capability, formulation expertise, traceability systems, and credible quality files will be better able to defend margins and build channel trust. In 2025, global Natural and Herbal Product production reached approximately 8,404.26 thousand metric tons, with an average global market price of around US\$18,800 per metric ton. The gross profit margin of major companies in the industry ranged from 24% to 41%. In 2025, the global production capacity of Natural and Herbal Products was approximately 11,205.67 thousand metric tons.

Report Scope

This report is a detailed and comprehensive analysis for global Natural and Herbal Products market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Natural and Herbal Products market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Natural and Herbal Products market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Natural and Herbal Products market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Natural and Herbal Products market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Natural and Herbal Products

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Natural and Herbal Products market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Laverana GmbH & Co. KG, Börlind GmbH, Neal's Yard Remedies (Natural Remedies) Limited, Laboratoires M&L S.A., Laboratoires de Biologie Végétale Yves Rocher S.A., Speick Naturkosmetik GmbH & Co. KG, Gaia Herbs, Inc., Traditional Medicinals, Inc., Herb Pharm, LLC, Natural Factors Nutritional Products Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Natural and Herbal Products market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This

analysis can help you expand your business by targeting qualified niche markets.

Market Segmentation

Market segment by Type

Dietary Supplements

Packaged Herbal Teas

Functional Foods

Ready-to-Drink Botanical Beverages

Home Care, Fragrance and Aromatherapy Products

Personal Care and Cosmetics

Others

Market segment by Finished Product Physical Form

Capsules

Non-chewable Tablets

Chewable Solids

Powders

Granules

Others

Market segment by Number of Plant-based Ingredients

One Botanical Ingredient

Two to Three Botanical Ingredients

Four to Six Botanical Ingredients

Seven to Ten Botanical Ingredients

Eleven or More Botanical Ingredients

Market segment by Raw Material Sources

Plant-Derived Raw Materials

Algal Raw Materials

Fungal and Lichen Raw Materials

Bee-Derived Natural Raw Materials

Other

Market segment by Application

Online Sales

Offline Sales

Major players covered

Laverana GmbH & Co. KG

Börlind GmbH

Neal's Yard Remedies (Natural Remedies) Limited

Laboratoires M&L S.A.

Laboratoires de Biologie Végétale Yves Rocher S.A.

Speick Naturkosmetik GmbH & Co. KG

Gaia Herbs, Inc.

Traditional Medicinals, Inc.

Herb Pharm, LLC

Natural Factors Nutritional Products Ltd.

NOW Health Group, Inc.

Nature's Sunshine Products, Inc.

Jamieson Wellness Inc.

FANCL CORPORATION

ORIHIRO Plantdew Co., Ltd.

Yamada Bee Company, Inc.

Matsuyama Co., Ltd.

Shabondama Soap Co., Ltd.

Nature's Way Co., Ltd.

BYHEALTH Co., Ltd.

Infinitus (China) Company Ltd.

Shanghai Jahwa United Co., Ltd.

Yunnan Botanee Bio-Technology Group Co., Ltd.

Shanghai Inoherb Cosmetics Co., Ltd.

Perfect (China) Co., Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe Natural and Herbal Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Natural and Herbal Products, with price, sales quantity, revenue, and global market share of Natural and Herbal Products from 2021 to 2026.

Chapter 3, the Natural and Herbal Products competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Natural and Herbal Products breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Natural and Herbal Products market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Natural and Herbal Products.

Chapter 14 and 15, to describe Natural and Herbal Products sales channel, distributors, customers, research findings and conclusion.

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