

# Global Vanilla Supply, Demand and Key Producers, 2023-2029

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## Abstracts

The global Vanilla market size is expected to reach \$ 539.1 million by 2029, rising at a market growth of -2.6% CAGR during the forecast period (2023-2029).

Global 5 largest manufacturers of Vanilla are ADM, International Flavors & Fragrances, Nielsen-Massey, Heilala Vanilla and Frontier, which make up over 9%. Among them, ADM is the leader with about 4% market share.

North America is the largest market, with a share about 60%, followed by Europe and Asia Pacific, with the share about 34% and 3%. In terms of product type, Bean occupies the largest share of the total market, about 80%. And in terms of application, the largest application is Food Industry, followed by Retail.

Vanilla is the fruit of a thick green orchid vine (*v. planifolia*) that grows wild on the edge of the Mexican tropical forests. The vines, when grown wild, will grow up to the top of tall trees in the jungle. Commercially, the vines are pruned for a few reasons. One is that the vines will not flower until they stop growing. And two, the vines need to be at a height where workers can reach them. Once the vines stop growing they produce clusters of buds that eventually develop into orchids, up to 1000 flowers for one vine. Not all the flowers are hand pollinated though. They are thinned out so as to guarantee good quality beans, albeit fewer in quantity. After hand pollination, the flowers develop into long thin green pods or beans that can grow up to 12 inches (30 cm) long. Average length is about 8 inches long. These tasteless and odorless green pods are hand-picked when they are still not ripe and then the fermentation process begins. The beans are first plunged into hot water and then the 'drying' and 'sweating' process starts. The beans are dried in the sun during the day and then wrapped in the blankets at night so they can sweat. This process can last anywhere from 2 to 6 months until the beans

become a very dark brown color and develop a white crystalline substance (or frost) on the outside of the bean, called vanillin. The vanillin is what gives the beans their wonderful flavor and aroma and these beans are prized. At this point the beans are aged to bring out their full flavor, and this can take up to two years. Once dried and cured the vanilla pods need to be kept airtight to retain their wonderful flavor.

This report studies the global Vanilla production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Vanilla, and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Vanilla that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Vanilla total production and demand, 2018-2029, (MT)

Global Vanilla total production value, 2018-2029, (USD Million)

Global Vanilla production by region & country, production, value, CAGR, 2018-2029, (USD Million) & (MT)

Global Vanilla consumption by region & country, CAGR, 2018-2029 & (MT)

U.S. VS China: Vanilla domestic production, consumption, key domestic manufacturers and share

Global Vanilla production by manufacturer, production, price, value and market share 2018-2023, (USD Million) & (MT)

Global Vanilla production by Type, production, value, CAGR, 2018-2029, (USD Million) & (MT)

Global Vanilla production by Application production, value, CAGR, 2018-2029, (USD Million) & (MT).

This reports profiles key players in the global Vanilla market based on the following

parameters – company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ADM, International Flavors & Fragrances, Nielsen-Massey, Heilala Vanilla, Frontier, Singing Dog, Spice Jungle, Lochhead Manufacturing Co and Penzeys, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Vanilla market.

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (MT) and average price (US\$/Kg) by manufacturer, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Vanilla Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## Global Vanilla Market, Segmentation by Type

Bean

Extract

Powder

Paste

## Global Vanilla Market, Segmentation by Application

Food Industry

Retail

Cosmetic

Pharma

## Companies Profiled:

ADM

International Flavors & Fragrances

Nielsen-Massey

Heilala Vanilla

Frontier

Singing Dog

Spice Jungle

Lochhead Manufacturing Co

Penzeys

Blue Cattle Truck

Sonoma Syrup Company

### Key Questions Answered

1. How big is the global Vanilla market?
2. What is the demand of the global Vanilla market?
3. What is the year over year growth of the global Vanilla market?
4. What is the production and production value of the global Vanilla market?
5. Who are the key producers in the global Vanilla market?
6. What are the growth factors driving the market demand?

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