

# **Dried Herbs Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Dried Herbs Market was valued at USD 3.9 billion in 2024 and is projected to grow at a CAGR of 5.2% between 2025 and 2034. This growth reflects the rising consumer inclination toward natural, organic, and plant-based products as people become increasingly health-conscious. With consumers actively seeking clean-label ingredients, the demand for dried herbs continues to rise, fueled by their versatile use in culinary, medicinal, and personal care applications. More people are adopting healthy eating habits, favoring herbs that not only enhance flavor but also offer numerous health benefits, including antioxidants, anti-inflammatory properties, and immune-boosting compounds. The ongoing trend toward plant-based diets, coupled with a surge in home cooking and gourmet meal preparation, is propelling the consumption of dried herbs. Additionally, the growing popularity of herbal teas, dietary supplements, and alternative medicine is further boosting market demand. Consumers are also appreciating the convenience that dried herbs provide, including long shelf life, easy storage, and simple usage, making them a preferred choice for modern kitchens, restaurants, and food service sectors. The rising influence of e-commerce platforms has made dried herbs more accessible, allowing manufacturers and retailers to reach a broader consumer base with diverse product offerings, including certified organic, non-GMO, and sustainably sourced herbs. As more people focus on healthy living and wellness, the demand for premium-quality, ethically produced dried herbs is expected to remain strong throughout the forecast period.

The market for dried herbs is segmented by herb type, including basil, oregano, rosemary, thyme, parsley, mint, bay leaves, chives, coriander/cilantro, dill, and others. Among these, basil led the global market by generating USD 910 million in 2024. Known for its rich aroma and flavor, basil is widely used in Mediterranean, Italian, and Asian cuisines. Its popularity is growing steadily as more consumers embrace healthy, organic cooking, making dried basil a staple in both household kitchens and commercial

food production. The association of basil with Italian foods like pasta and pizza, coupled with rising interest in organic spices, continues to drive its global demand, especially across retail and e-commerce platforms.

Oregano stands as the second-largest segment, reaching USD 750 million in 2024. Valued for its strong flavor and health benefits, oregano remains a key ingredient in culinary dishes and functional foods. Consumers favor oregano for its antioxidant and immune-supporting properties, and its role in organic and natural products is expanding. From home kitchens to industrial food processing, oregano's use in sauces, marinades, and seasoning blends continues to grow, supported by the rising trend toward organic farming and sustainable ingredient sourcing.

The U.S. dried herbs market was valued at USD 787.6 million in 2024, positioning the country as one of the world's leading consumers of dried herbs. The rising preference for organic, natural, and clean-label products is a significant factor driving demand, with herbs like basil, oregano, thyme, and rosemary dominating U.S. kitchens and food industries. The growing focus on plant-based and health-driven diets, alongside an increasing shift to herbal supplements and alternative wellness products, is shaping market dynamics. Consumers are increasingly buying dried herbs through online stores and supermarkets, with organic certifications and sustainability practices playing a key role in their purchase decisions.

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