

Oregano Seasoning Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/O147F24BA03FEN.html>

Date: January 2025

Pages: 180

Price: US\$ 4,850.00 (Single User License)

ID: O147F24BA03FEN

Abstracts

The Global Oregano Seasoning Market was valued at USD 1.43 billion in 2024 and is projected to grow at a CAGR of 5.8% between 2025 and 2034. Oregano seasoning is enjoying increasing popularity worldwide due to its prominent role in a variety of cuisines, including Mediterranean, Italian, and other global food traditions. The herb is commonly used in staple dishes like pizza, pasta, and salads, making it an essential ingredient in kitchens around the world. As the world embraces more diverse culinary experiences, oregano's demand continues to rise, further cementing its place as a key flavor enhancer. Along with its culinary appeal, consumers are becoming more conscious of the health benefits oregano offers, such as its antioxidant, anti-inflammatory, and antimicrobial properties. This growing awareness is playing a key role in expanding the market as people increasingly seek ingredients that can boost both flavor and wellness.

The expansion of the food industry, particularly with fast-food chains and restaurants, is another driver of growth in the oregano seasoning market. Many food service providers are adding oregano to their menus to meet consumer demand for flavorful dishes. This trend, paired with the herb's ability to elevate the taste of a wide range of foods, continues to fuel the market's upward trajectory. With the ongoing growth of the global food industry, oregano's versatile nature positions it as a staple ingredient for both home cooks and culinary professionals alike.

In terms of product type, the oregano powder segment led the market, generating USD 911.6 million in 2024. Oregano powder's convenience is a major factor driving its popularity. It is easy to measure, sprinkle, and store and offers a longer shelf life compared to fresh oregano. This practicality has made it the preferred choice for both

consumers and manufacturers alike, making it the dominant product form in the market.

Looking at applications, the restaurant and hotel segment accounted for USD 435.9 million in 2024. These establishments are constantly seeking to differentiate themselves with unique flavors and signature dishes. Oregano's ability to complement a wide variety of cuisines while enhancing the flavor profile makes it a favorite choice for chefs. Many restaurants and hotels have incorporated oregano-based dishes into their menus, driving customer loyalty and contributing to the ongoing expansion of the hospitality industry.

In the Asia-Pacific region, China's oregano seasoning market reached USD 187 million in 2024. This growth is fueled by the herb's ability to elevate the flavor of both Asian and Mediterranean-inspired dishes. With China's growing urbanization and increasing disposable incomes, more consumers are dining out or purchasing packaged ready-to-eat foods. This shift in consumer behavior has led to an increase in demand for high-quality, flavorful ingredients like oregano, further propelling market growth.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Expanding food industry
 - 3.6.1.2 Global cuisine trends
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Supply chain disruption
 - 3.6.2.2 Price Volatility
- 3.7 Growth potential analysis
- 3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET SIZE AND FORECAST, BY PRODUCT TYPE, 2021-2034 (USD BILLION) (KILO TONS)

- 5.1 Key trends
- 5.2 Powder
- 5.3 Leaves
- 5.4 Others

CHAPTER 6 MARKET SIZE AND FORECAST, BY APPLICATION, 2021-2034 (USD BILLION) (KILO TONS)

- 6.1 Key trends
- 6.2 Restaurants and hotels
- 6.3 Enterprises and institutions
- 6.4 Households
- 6.5 Others

CHAPTER 7 MARKET SIZE AND FORECAST, BY END USE, 2021-2034 (USD BILLION) (KILO TONS)

- 7.1 Key trends
- 7.2 Food and beverages
- 7.3 Pharmaceutical
- 7.4 Personal care

CHAPTER 8 MARKET SIZE AND FORECAST, BY REGION, 2021-2034 (USD BILLION) (KILO TONS)

- 8.1 Key trends
- 8.2 North America

- 8.2.1 U.S.
- 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 UK
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 Italy
 - 8.3.5 Spain
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 India
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 Australia
- 8.5 Latin America
 - 8.5.1 Brazil
 - 8.5.2 Mexico
- 8.6 MEA
 - 8.6.1 South Africa
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

- 9.1 Badia Spices
- 9.2 Dohler Group
- 9.3 Easy Life's
- 9.4 Frontier Co-op
- 9.5 JB Hand and Sons Ltd
- 9.6 Mars Food
- 9.7 McCormick
- 9.8 Mountain Rose Herbs
- 9.9 Olam International
- 9.10 Roopak Spices
- 9.11 Schwartz Spices
- 9.12 Spice Islands

I would like to order

Product name: Oregano Seasoning Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/O147F24BA03FEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O147F24BA03FEN.html>