

# **Spices and Seasonings Market Report by Product (Salt and Salt Substitutes, Herbs, Spices), Application (Meat & Poultry Products, Snacks & Convenience Foods, Soups, Sauces and Dressings, Bakery & Confectionery, Frozen Products, Beverages, and Others), and Region 2024-2032**

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## **Abstracts**

The global spices and seasonings market size reached US\$ 27.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 41.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.5% during 2024-2032. The increasing interest in international cuisines, culinary diversity, the rising consumer demand for natural and healthier flavor enhancers, and the inflating disposable incomes of individuals are some of the factors propelling the market.

Spices and seasonings have been integral to human culinary practices for centuries. These flavorful ingredients are derived from various plant sources, including seeds, bark, roots, and fruits. They not only enhance the taste and aroma of food but also provide a range of health benefits and cultural significance. Spices, such as cinnamon, cloves, and nutmeg, add depth and warmth to dishes, making them popular in both sweet and savory cuisines. They often possess antioxidant, anti-inflammatory, and antimicrobial properties, contributing to their use in traditional medicine. Seasonings, such as salt, pepper, and various blends, bring balance and complexity to dishes. Salt enhances flavors and acts as a natural preservative, while pepper provides a spicy kick. Blends like curry powder, chili powder, and za'atar offer distinctive flavor profiles associated with specific culinary traditions.

The global market is primarily driven by the increasing interest in diverse cuisines and

culinary experiences. In line with this, the rising awareness among consumers regarding the health benefits associated with spices and seasonings, including their antioxidant, anti-inflammatory, and digestive properties, is significantly contributing to the market. Furthermore, the growing multiculturalism and globalization of food preferences lead to the demand for a wide variety of spices and seasonings, reflecting different culinary traditions and regional flavors. Apart from this, the busy urban lifestyles and the desire for convenient and flavorful meal options contribute to the demand for spices and seasonings that can add depth and complexity to dishes quickly and easily. Moreover, the rise of culinary tourism and the exploration of new flavors and authentic cuisines from around the world fuel the demand for spices and seasonings associated with different culinary destinations. Besides, the food service sector, including restaurants, hotels, and catering services, catalyzes the market as chefs and culinary professionals seek to offer unique and flavorful dishes. Additionally, the rapid product innovation in the spice and seasoning industry, including the development of new blends, flavors, and formulations, stimulates the market.

#### Spices and Seasonings Market Trends/Drivers:

##### Growth of e-commerce and online retail platforms

The growth of e-commerce and online retail platforms is favorably impacting the market. The convenience and accessibility offered by online shopping have transformed how consumers purchase their food and culinary ingredients, including spices and seasonings. E-commerce platforms provide a wide range of options, allowing consumers to explore and discover different spices and seasonings worldwide. They offer a convenient shopping experience, allowing consumers to browse, compare prices, read reviews, and make informed choices from their homes. Furthermore, online retail platforms also facilitate direct-to-consumer sales, connecting consumers with specialty spice vendors, artisanal brands, and unique flavor profiles that may not be readily available in local stores. This opens up a world of possibilities for consumers to experiment with new spices and seasonings, expanding their culinary horizons. Moreover, the growth of e-commerce has enabled small and niche spice businesses to reach a wider customer base, eliminating geographical limitations. It has fostered entrepreneurship and enabled direct communication between consumers and spice producers, creating a more transparent and personalized shopping experience.

##### Increasing consumer demand for ethically sourced and sustainable products

The increasing consumer demand for ethically sourced and sustainable products is bolstering the market. Consumers today are more conscious of the environmental and

social impact of their purchasing decisions, and they actively seek out products that align with their values. Ethical sourcing and sustainability practices are crucial considerations for spice manufacturers and suppliers. Consumers are concerned about fair trade practices, the welfare of farmers and workers, and the environmental impact of spice production. They demand transparency and accountability in the supply chain, ensuring that spices are sourced responsibly and sustainably. Companies responding to this demand prioritize fair trade certifications, organic farming practices, and sustainable sourcing methods. They partner with local farmers, support community development initiatives, and implement environmentally friendly cultivation and harvesting techniques. As consumers increasingly seek ethically sourced and sustainable products, the market for spices and seasonings that meet these criteria grows. Brands that demonstrate a commitment to social and environmental responsibility gain a competitive edge and capture the attention of conscious consumers. Furthermore, the demand for ethically sourced and sustainable spices and seasonings extends beyond the consumer market. Food service establishments, restaurants, and hotels also respond to this trend by seeking suppliers that provide high-quality, responsibly sourced spices.

### Rising preference for clean-label and natural ingredients

The rising preference for clean-label and natural ingredients is fueling the market. Consumers are increasingly seeking products with minimal processing, free from artificial additives, preservatives, and flavor enhancers. Spices and seasonings are crucial in meeting this demand as they are naturally derived from plants. They offer a way to enhance food flavor and aroma without using synthetic or chemical additives. Clean-label and natural spices and seasonings are perceived as healthier and more authentic, aligning with consumer desires for transparency and a closer connection to the origins of their food. They offer a way to infuse dishes with distinctive flavors while focusing on simplicity and purity. Brands and manufacturers responding to this trend are offering spice and seasoning products that are minimally processed, organic, non-GMO, and free from artificial ingredients. They emphasize using high-quality raw materials, responsible sourcing, and sustainable farming practices. The rising preference for clean-label and natural ingredients has driven innovation in the spices and seasonings market, leading to the development of organic spice blends, reduced-sodium options, and unique flavor profiles worldwide. This trend continues to shape the market as consumers seek spices and seasonings that enhance the taste of their dishes while aligning with their desire for clean, natural, and unadulterated ingredients.

### Spices and Seasonings Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global spices and seasonings market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product and application.

#### Breakup by Product:

Salt and Salt Substitutes

Herbs

Thyme

Basil

Oregano

Parsley

Others

Spices

Pepper

Cardamom

Cinnamon

Clove

Nutmeg

Others

Spices dominates the market

The report has provided a detailed breakup and analysis of the spices and seasonings market based on the product. This includes salt and salt substitutes; herbs (thyme, basil, oregano, parsley, and others); and spices (pepper, cardamom, cinnamon, clove, nutmeg, and others). According to the report, spices (pepper, cardamom, cinnamon, clove, nutmeg, and others) accounted for the largest market share.

#### Breakup by Application:

Meat & Poultry Products

Snacks & Convenience Food

Soups, Sauces and Dressings

Bakery & Confectionery

Frozen Products

Beverages

Others

Meat & Poultry Products holds the largest share of the market

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes meat and poultry products; snack and convenience foods; soups, sauces, and dressings; bakery and confectionery; frozen products; beverages; and others. According to the report, meat and poultry products accounted for the largest market share.

Meat and poultry are staple sources of protein in many diets around the world. They are valued for their nutritional content and contribute to satisfying dietary requirements. The demand for meat and poultry products, including processed meats and fresh cuts, remains consistently high due to widespread consumption. Furthermore, the increasing global population and rising disposable incomes have led to a growing demand for animal-based protein sources. As economies develop and lifestyles change, the consumption of meat and poultry products tends to increase, driving market growth.

Additionally, the versatility of meat and poultry makes them suitable for a wide range of culinary applications. They can be cooked, grilled, roasted, or used as ingredients in various dishes, offering diverse flavors and textures. Moreover, meat and poultry products have a significant presence in the food service industry, including restaurants, hotels, and catering services. The demand for these products from the food service sector drives their market share as they are key ingredients in numerous dishes served in restaurants and other food establishments.

Breakup by Region:

- North America
  - United States
  - Canada
- Asia Pacific
  - China
  - Japan
  - India
  - South Korea
- Australia
- Indonesia
- Others
- Europe

Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

Asia Pacific exhibits a clear dominance, represented the largest Spices and Seasonings market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and Others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and Others); Latin America (Brazil, Mexico, and Others); and Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific's rich culinary heritage and diverse food cultures contribute to the demand for a wide variety of spices and seasonings. The influence of various cultures on food habits, including traditional Asian cuisines such as Indian, Chinese, Thai, and Indonesian, catalyzes the market as consumers seek to replicate authentic flavors. Moreover, there is a growing awareness of the medicinal benefits of spices in the Asia Pacific. Many spices, such as turmeric, ginger, and garlic, have long been used in traditional medicine for their therapeutic properties. The rising health consciousness among consumers fuels the product demand with perceived health benefits.

Furthermore, the food processing sector in the Asia Pacific is experiencing significant growth. Spices and seasonings are essential ingredients in processed food products, snacks, and ready-to-eat meals. The expanding food processing industry drives the market in the region. Additionally, the increasing population and rising disposable incomes contribute to market growth. As consumers have more disposable income, they can afford to experiment with a wider range of spices and seasonings, further

boosting the market demand.

#### Competitive Landscape:

Top companies in the market play a pivotal role in propelling the market growth of this industry. These companies invest in research and development to create innovative spice blends, unique flavor profiles, and sustainable sourcing methods. They have established strong supply chains and partnerships with farmers and growers worldwide, ensuring a consistent supply of high-quality spices and seasonings. These companies prioritize responsible and ethical sourcing practices, promoting fair trade and sustainability throughout the value chain. They also invest in marketing and branding initiatives to create awareness and promote their products. They collaborate with chefs, culinary experts, and influencers to showcase the versatility and benefits of their spice offerings. Moreover, these companies focus on product quality and safety, adhering to strict quality control measures and certifications to meet consumer expectations. They actively engage with consumers, gathering feedback and adapting their product offerings to meet evolving tastes and preferences.

The report has provided a comprehensive analysis of the competitive landscape in the spices and seasonings market. Detailed profiles of all major companies have also been provided.

Ajinomoto Co. Inc.  
ARIAKE JAPAN Co. Ltd.  
Associated British Foods plc  
Baria Pepper Co. Ltd.  
D?hler GmbH  
DS Group  
EVEREST Food Products Pvt. Ltd.  
The Kraft Heinz Company  
Kerry Group plc  
McCormick & Company  
Olam International  
Sensient Technologies Corporation  
SHS Group  
Spice Hunter (Sauer Brands Inc.)  
Unilever plc  
Worl?e-Chemie GmbH

#### Recent Developments:

In 2020, Ajinomoto Co. Inc. announced a collaboration with Accenture, a global



consulting firm, to enhance its digital transformation efforts. The partnership aimed to leverage Accenture's technology and digital solutions expertise to optimize Ajinomoto's operations and supply chain, ensuring efficient delivery of high-quality spices and seasonings to consumers worldwide.

In 2021, ARIAKE JAPAN Co. Ltd. introduced a new clean-label and natural seasoning product line. The company focused on developing innovative seasoning blends using natural ingredients and avoiding artificial additives, preservatives, or flavor enhancers. This development is aligned with the rising demand for clean-label and natural spices and seasonings.

In 2019, Associated British Foods plc announced the acquisition of Clotilde, a leading Spanish herbs and spices company. This strategic acquisition aimed to expand Associated British Foods' presence in the European spices and seasonings market and enhance its product portfolio with a broader range of herb and spice offerings.

### Key Questions Answered in This Report

1. What was the size of the global spices and seasonings market in 2023?
2. What is the expected growth rate of the global spices and seasonings market during 2024-2032?
3. What are the key factors driving the global spices and seasonings market?
4. What has been the impact of COVID-19 on the global spices and seasonings market?
5. What is the breakup of the global spices and seasonings market based on the product?
6. What is the breakup of the global spices and seasonings market based on the application?
7. What are the key regions in the global spices and seasonings market?
8. Who are the key players/companies in the global spices and seasonings market?



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