

Global Natural and Herbal Products Market Growth 2026-2032

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Abstracts

The global Natural and Herbal Products market size is predicted to grow from US\$ 154564 million in 2025 to US\$ 230610 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

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

LP Information, Inc. (LPI) ' newest research report, the "Natural and Herbal Products Industry Forecast" looks at past sales and reviews total world Natural and Herbal Products sales in 2025, providing a comprehensive analysis by region and market sector of projected Natural and Herbal Products sales for 2026 through 2032. With Natural and Herbal Products sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Natural and Herbal Products industry.

This Insight Report provides a comprehensive analysis of the global Natural and Herbal Products landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Natural and Herbal Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Natural and Herbal Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Natural and Herbal Products and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Natural and Herbal Products.

This report presents a comprehensive overview, market shares, and growth opportunities of Natural and Herbal Products market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation 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

Segmentation by Finished Product Physical Form:

Capsules

Non-chewable Tablets

Chewable Solids

Powders

Granules

Others

Segmentation 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

Segmentation by Raw Material Sources:

Plant-Derived Raw Materials

Algal Raw Materials

Fungal and Lichen Raw Materials

Bee-Derived Natural Raw Materials

Other

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Laverana GmbH & Co. KG

B?rlind GmbH

Neal's Yard Remedies (Natural Remedies) Limited

Laboratoires M&L S.A.

Laboratoires de Biologie V?g?tale 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.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Natural and Herbal Products market?

What factors are driving Natural and Herbal Products market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Natural and Herbal Products market opportunities vary by end market size?

How does Natural and Herbal Products break out by Type, by Application?

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