

# **Herbage Market Outlook 2025-2034: Market Share, and Growth Analysis By Ingredient (Protein Meals And Cakes, Cereals And Grains, Brans, Additives, Agro-Industrial By-Products), By Application (Beef Organic Ruminant, Dairy Organic Ruminant, Calves, Other Applications), By End User**

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## **Abstracts**

The Herbage Market is valued at USD 8.1 billion in 2025 and is projected to grow at a CAGR of 9.6% to reach USD 18.5 billion by 2034. The herbage market, encompassing a wide range of medicinal, aromatic, and culinary herbs, has been gaining significant traction as consumers increasingly prioritize wellness and natural remedies. This market includes herbs such as basil, thyme, rosemary, lavender, mint, and others, cultivated for their flavoring, fragrance, and therapeutic properties. Demand is primarily driven by applications in food and beverages, pharmaceuticals, and personal care products. As lifestyles evolve and consumers move toward organic and plant-based solutions, the herbage market is experiencing renewed interest across both developed and emerging regions. Manufacturers are leveraging traditional herbal knowledge alongside modern processing technologies to develop innovative products with high efficacy. In addition, growing awareness about the ecological benefits of sustainable herb cultivation, such as biodiversity conservation and low environmental impact, is influencing purchasing decisions and production practices globally. The herbage market witnessed robust growth fueled by an upsurge in demand for functional foods, natural skincare, and immunity-boosting supplements post-pandemic. The year saw the expansion of organic farming initiatives and the integration of vertical and hydroponic farming methods to meet quality and volume demands. Companies introduced traceability tools and blockchain-based solutions to ensure product authenticity and transparency, particularly in the premium herb segment. Additionally, emerging markets in Asia and Latin America

became focal points for cultivation and export, supported by favorable climatic conditions and governmental support for agricultural innovation. The pharmaceutical and nutraceutical industries significantly increased their usage of herbal ingredients in product formulations, reinforcing the importance of herb-based solutions in preventive healthcare. These developments contributed to market expansion and laid a strong foundation for sustained growth. The herbage market is expected to witness a deeper integration of biotechnology in herb cultivation and extraction processes, enhancing yield and consistency in active compounds. Consumer preference will continue shifting toward clean-label, non-GMO, and organically certified products, compelling companies to adopt eco-conscious and transparent sourcing strategies. Global trade in herbage is likely to flourish, especially with increased adoption of herbal medicine in mainstream healthcare systems across Europe, North America, and parts of Asia. E-commerce platforms will play a pivotal role in distributing niche herbal products, and direct-to-consumer models will flourish. Additionally, collaboration between farmers, biotech firms, and wellness brands will lead to product innovation in the form of functional beverages, therapeutic teas, and herbal supplements tailored for specific health outcomes. Regulatory harmonization and international standards will be critical to ensure consistent quality and safety across global markets.

### Key Insights Herbage Market

Consumers are gravitating toward herbal teas and tinctures for stress relief and sleep improvement, prompting a surge in innovative beverage formulations combining herbs like chamomile, ashwagandha, and valerian root.

Smart farming technologies, such as AI-powered irrigation systems and sensor-based monitoring, are being deployed to improve yield quality and sustainability in herbage cultivation.

Premium skincare brands are incorporating herbal extracts like calendula and lavender into their product lines to meet the growing demand for natural, plant-based cosmetics.

Global wellness trends are encouraging the use of adaptogenic herbs like holy basil and ginseng in daily health routines, leading to increased product development in functional nutrition.

Herbal products with QR-code enabled transparency features are gaining popularity, allowing consumers to trace the origin, processing, and sustainability

practices behind each herb.

Rising health consciousness and preference for natural remedies are driving consumer interest in herbal products for immunity, digestion, and stress management.

Expansion of organic farming and sustainable agricultural practices is improving the supply and quality of herbage while aligning with consumer values.

Technological advancements in extraction and processing are enhancing the potency and shelf life of herbal ingredients across applications.

Governmental support for herbal medicine, including subsidies and inclusion in national health policies, is encouraging wider adoption and commercialization.

Lack of standardized regulations across countries creates inconsistencies in quality control, labeling, and safety of herbal products, hampering global trade and consumer confidence.

## Herbage Market Segmentation

### By Ingredient

Protein Meals And Cakes

Cereals And Grains

Brans

Additives

Agro-Industrial By-Products

### By Application

Beef Organic Ruminant

Dairy Organic Ruminant

Calves

Other Applications

#### By End User

Feed

Fodder

Agro-Based

Other End Users

#### Key Companies Analysed

Cargill Incorporated

Kreamer Feeds Inc.

Scratch and Peck Feeds

Country Heritage Feeds

ForFarmers

Green Mountain Feeds

Feedex Companies

SunOpta

Ranch-Way Feeds

MEGAMIX LLC

Aus Organic Feeds

Purina Animal Nutrition LLC

Koninklijke DSM N.V.

Evonik Industries AG

Alltech

Archer Daniels Midland Company

Badische Anilin- und Sodafabrik

Chr. Hansen Holding A/S

Danisco A/S

DuPont de Nemours Inc.

Elanco Animal Health Incorporated

Evalis

Kemin Industries Inc.

Novozymes A/S

Nutreco N.V.

Provimi Holding B.V.

Royal DSM N.V.

Trouw Nutrition International B.V.

Zoetis Inc.

Land O'Lakes Inc.

Monsanto Company

S&W Seed Company

Syngenta AG

The Mosaic Company

The Scoular Company

Tyson Foods Inc.

Wilbur-Ellis Company

Yara International ASA

Zen-Noh Grain Corporation

### Herbage Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Herbage Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers &

acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Herbage market data and outlook to 2034

United States

Canada

Mexico

Europe — Herbage market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Herbage market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Herbage market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Herbage market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Herbage value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Herbage industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Herbage Market Report

Global Herbage market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Herbage trade, costs, and supply chains

Herbage market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Herbage market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Herbage market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Herbage supply chain analysis

Herbage trade analysis, Herbage market price analysis, and Herbage supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Herbage market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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