

# **Culinary Herbs Market Forecasts to 2032 – Global Analysis By Product Type (Basil, Chives, Coriander, Parsley, Mint, Salicornia, and Other Product Types), Form, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Culinary Herbs Market is accounted for \$15.3 billion in 2025 and is expected to reach \$25.1 billion by 2032 growing at a CAGR of 7.3% during the forecast period. Culinary Herbs are aromatic plants used to enhance flavor, aroma, and nutritional value in food preparation. Common varieties include basil, thyme, rosemary, and cilantro, cultivated for fresh or dried use. Rich in antioxidants and essential oils, these herbs offer health benefits while elevating gastronomic experiences. They are integral to global cuisines, from Mediterranean to Asian, and are increasingly grown via hydroponics and vertical farming for year-round availability and sustainability.

According to the Food and Agriculture Organization (FAO), the prices of spices like black pepper and vanilla have seen dramatic increases due to supply chain disruptions, which can deter consumers from purchasing these products.

Market Dynamics:

Driver:

Growth in gourmet and ethnic cuisines

The rising popularity of gourmet and ethnic cuisines is driving demand for fresh and dried culinary herbs. Consumers are increasingly experimenting with global flavors, boosting herb consumption. The growth of the foodservice industry, including

restaurants and cafes, supports market expansion. Home cooking trends, spurred by social media and cooking shows, fuel herb usage. Urbanization and rising disposable incomes enable access to premium herbs. The focus on healthy and natural ingredients enhances market appeal.

#### Restraint:

##### Pesticide and contamination concerns

Concerns over pesticide residues and microbial contamination in herbs are limiting consumer trust. Stringent regulations on food safety increase compliance costs for producers. Lack of standardized testing protocols in some regions hinders market growth. Consumer preference for organic and clean-label products pressures suppliers. Contamination risks during storage and transportation add operational challenges. Limited awareness of safe cultivation practices affects product quality.

#### Opportunity:

##### Growth in dried and processed herb segments

The increasing demand for convenient, shelf-stable herbs is driving growth in dried and processed segments. Dried herbs offer longer shelf life, appealing to both households and food manufacturers. Innovations in processing technologies preserve flavor and nutritional value. The rise in ready-to-eat meals and seasoning blends boosts demand. E-commerce platforms enhance accessibility to processed herbs. Partnerships with food brands foster product innovation. The trend of on-the-go lifestyles supports market expansion.

#### Threat:

##### Trade restrictions on agricultural products

Trade barriers, such as tariffs and import quotas, disrupt the global supply of culinary herbs. Geopolitical tensions and regulatory differences complicate cross-border trade. High transportation costs for fresh herbs impact profitability. Dependence on specific regions for herb cultivation increases supply risks. Climate change affects crop yields, exacerbating supply chain challenges. Lack of harmonized trade policies hinders market growth. These restrictions threaten the stability of the culinary herbs market.

### Covid-19 Impact:

The COVID-19 pandemic boosted demand for culinary herbs as home cooking surged during lockdowns. Supply chain disruptions delayed herb harvests and distribution, impacting availability. The closure of restaurants reduced demand from the foodservice sector. However, e-commerce sales of herbs and seasoning blends soared. Rising health consciousness increased interest in herbs with medicinal properties. Labor shortages affected cultivation and processing. Post-pandemic recovery in dining and retail is expected to drive market growth.

The basil segment is expected to be the largest during the forecast period

The basil segment is expected to account for the largest market share during the forecast period propelled by its widespread use in Mediterranean and Asian cuisines. Basil's versatility in fresh and dried forms drives consumer demand. Growing popularity of Italian dishes like pasta and pizza supports segment growth. Advances in cultivation techniques ensure consistent supply and quality. The rise in home gardening boosts basil's accessibility. Consumer preference for natural flavors enhances market share. The segment's appeal across culinary and medicinal applications strengthens its dominance.

The powdered/crushed segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the powdered/crushed segment is predicted to witness the highest growth rate driven by its convenience in food processing and seasoning blends. Powdered herbs are widely used in ready-to-eat meals and snacks. Innovations in grinding technologies preserve flavor and aroma, boosting adoption. The rise in fast-paced lifestyles fuels demand for easy-to-use herb formats. E-commerce platforms enhance accessibility to powdered herbs. The growth of the packaged food industry supports segment expansion. Consumer demand for consistent flavor profiles propels this segment's growth.

### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share owing to its rich culinary traditions and high herb consumption in countries like India and Thailand. Rapid urbanization and rising disposable incomes drive demand for premium herbs. The presence of key herb exporters strengthens market growth.

Growing popularity of ethnic cuisines supports regional dominance. Government support for agricultural exports enhances supply chains. The rise in food processing industries fuels demand.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR fueled by the growing popularity of gourmet and health-focused cuisines. The region's robust foodservice industry drives demand for high-quality herbs. Consumer awareness of organic and natural ingredients boosts adoption. Innovations in herb processing and packaging enhance market growth. The rise of e-commerce for specialty foods supports expansion. Partnerships with culinary brands foster product innovation.

Key players in the market

Some of the key players in Culinary Herbs Market include Associated British Foods, McCormick & Company, DS Group, Everest Spices, Bart Ingredients, Asenzya, B&G Foods, Fuchs, Griffith Foods International Inc., Mehran Spice & Food Industries, Old Mansion Foods, Rocky Mountain Spice Company, S&B Foods, HerbThyme Farms, and Organic Herb Trading Company.

Key Developments:

In April 2025, McCormick & Company expanded its organic herb line with blockchain-tracked sourcing from sustainable farms, ensuring full traceability from seed to shelf for premium culinary products.

In March 2025, Everest Spices introduced a freeze-dried herb collection that retains 95% of original flavor and nutrients while extending shelf life to 24 months without preservatives.

In February 2025, HerbThyme Farms launched a direct-to-consumer subscription service for fresh-cut living herbs with proprietary packaging that maintains plant vitality during shipping.

Product Types Covered:

Basil

Chives

Coriander

Parsley

Mint

Salicornia

Other Product Types

Forms Covered:

Fresh

Dried

Frozen

Powdered/Crushed

Oil/Extracts

Other Forms

Applications Covered:

Food Industry

Beverages

Cosmetics & Personal Care

Other Applications

**End Users Covered:**

Supermarkets / Hypermarkets

Specialty Stores

Online Retail

Farmers Markets

Convenience Stores

Other End Users

**Regions Covered:**

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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