

Dried Herbs Market Forecasts to 2030 – Global Analysis By Product Type (Oregano, Rosemary, Sage, Savoury, Mint, Thyme, Bay Leaves and Other Product Types), Form (Whole/Intact and Powdered), Nature, Drying Method, Application, End User and By Geography

<https://marketpublishers.com/r/DA2B2B0E2B88EN.html>

Date: February 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: DA2B2B0E2B88EN

Abstracts

According to Statistics MRC, the Global Dried Herbs Market is accounted for \$4.13 billion in 2024 and is expected to reach \$6.23 billion by 2030 growing at a CAGR of 7.1% during the forecast period. Dried herbs are a popular and convenient way to preserve the flavors and medicinal properties of fresh herbs. The essential oils that give herbs their flavor and aroma are preserved when moisture is removed from the plants through drying procedures. Dried herbs are frequently used in cooking to give a variety of foods, from meats and salads to soups and sauces, more depth and flavor. Dried herbs are frequently used in herbal teas, natural remedies, and aromatic products in addition to their culinary applications. They are a mainstay in many kitchens around the world due to their extended shelf life and ease of storage.

According to the Food and Agriculture Organization (FAO), spices and dried aromatic herbs are essential agricultural commodities. FAO reports that global trade in spices and herbs is valued at billions of dollars, with herbs like thyme, basil, and oregano being vital to the global economy. FAO also highlights that the trade of dried herbs has been growing steadily, with some markets seeing year-on-year growth of 5-10%.

Market Dynamics:

Driver:

Growing interest in organic and natural products

There is a growing trend toward natural and organic products as consumers grow more aware of the ingredients in the goods they use. Due to their minimal processing and lack of artificial additives, dried herbs are a perfect fit for the growing trend toward clean and green living. The food industry is seeing a particularly strong trend in which consumers are looking for healthier, non-GMO, and pesticide-free alternatives. Additionally, the market is being driven forward by certifications and labeling that ensure the herbs are grown sustainably, which further supports the organic movement.

Restraint:

Expensive packaging and storage

Dried herbs require specific storage and packaging conditions to maintain their quality and extend shelf life. The flavor and strength of dried herbs can be diminished by exposure to heat, light, and moisture. In order to protect the product, manufacturers frequently spend money on specialized packaging materials like glass containers or vacuum-sealed pouches. The cost of dried herbs is raised by these packing materials as well as the requirement for climate-controlled storage while in transit. Furthermore, it can be expensive to maintain the freshness of dried herbs from production to retail. These expenses can have a major effect on small-scale producers' profitability, making it difficult for them to compete with larger businesses that enjoy economies of scale.

Opportunity:

Growth in natural medicine and herbal supplements worldwide

Growing consumer awareness of the health benefits of herbs is driving a notable increase in the demand for natural medicines and herbal supplements. These supplements, which offer a natural substitute for artificial medications, must contain dried herbs. Well-known herbs like ginger, peppermint, ginseng, and echinacea are frequently used in natural treatments for conditions like stress, sleep disorders, and digestive problems. As consumers look for preventative and holistic healthcare solutions, the popularity of herbal medicine has increased due to the growth of the self-care and wellness movement. Moreover, by providing raw materials for supplements, tinctures, oils, and other wellness products, the dried herbs market has a chance to grow as more people turn to plant-based remedies.

Threat:

Competition from synthetic and substitute products

The market for dried herbs is becoming more and more competitive due to synthetic and substitute products. For example, it is frequently less expensive to produce seasonings and flavorings that mimic the flavor of specific herbs using artificial ingredients or chemicals. They are therefore appealing to food producers who want to lower production costs, especially for mass-market goods. These less expensive options could threaten the market for conventional dried herbs as consumers grow more cost conscious. Additionally, the demand for dried herbs may decline as a result of the food and cosmetics industries' growing inclination toward artificial flavors and fragrances, particularly in low-cost product categories.

Covid-19 Impact:

Due to production and distribution delays, labor shortages, and supply chain disruptions, the COVID-19 pandemic had a major effect on the market for dried herbs. Raw material shortages brought on by border closures, trade restrictions, and lockdown procedures made it challenging for suppliers and growers to meet demand. Consumer behaviour also changed as a result of the pandemic's economic effects, with less money being spent on high-end goods and more money being spent on less expensive alternatives. However, as consumers resorted to natural remedies and immunity-boosting products, the demand for dried herbs in the health and wellness sectors increased, partially offsetting the losses.

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

The Oregano segment is expected to account for the largest market share during the forecast period because of its many health benefits and adaptable flavor profile, oregano is used extensively in a variety of industries, including food and beverage, pharmaceuticals, and cosmetics. In the culinary world, oregano is a common ingredient in homes and restaurants, especially in Mediterranean, Italian, and Latin American cuisines. The herb is prized for its potent, fragrant flavor and is frequently added to marinades, sauces, and seasonings. Moreover, oregano is also well-known for its antioxidant and antimicrobial qualities, which have increased its demand in the health and wellness industry and increased its market share.

The Powdered segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Powdered segment is predicted to witness the highest growth rate. The demand for powdered dried herbs is rising as a result of consumers' growing preference for convenience and simplicity in food processing and cooking. Because they can be easily incorporated into meals and add a robust flavor without requiring extra preparation time, powdered herbs are preferred. Because powdered herbs are frequently used in supplements and functional foods for their health benefits, such as their anti-inflammatory and antioxidant qualities, this segment benefits from the growth in packaged foods, ready-to-eat meals, and the growing health and wellness trend. Additionally, the market is growing because powdered dried herbs are more convenient for manufacturers and consumers alike, easier to store, and have a longer shelf life.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. The strong demand for dried herbs in the food and beverage sector, where they are essential for flavouring, seasoning, and product preservation, is what propels the region's dominant position. North America's dominant market share is also a result of the existence of significant herb producers and suppliers in the United States and Canada, as well as a robust retail infrastructure and rising consumer preference for convenience. Furthermore, a thriving foodservice industry and the extensive use of herbs in a variety of regional cuisines also contribute to the demand for dried herbs.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. The growing use of herbal products in the food, beverage, and wellness industries, as well as the growing demand for natural and organic ingredients in emerging markets, are the main drivers of this growth. Dried herbs are becoming increasingly popular both domestically and internationally, especially in nations with rich herbal traditions like China and India. The market's explosive growth in this area is also being fueled by the rising demand for herbal teas, traditional remedies, and natural food flavorings, as well as the development of retail and e-commerce platforms. Moreover, growing disposable incomes, shifting dietary preferences, and growing knowledge of the health advantages of dried herbs all contribute to the market's rapid growth in Asia Pacific.

Key players in the market

Some of the key players in Dried Herbs market include Synthite Industries Ltd, Koninklijke Euroma BV, Dohler GmbH, Husarich GmbH, Olam International, Robertet SA, Firmenich SA, Nenco Food Group, McCormick and Company, Inc., Saipro Biotech Private Limited, Verstegen Spices & Sauces B.V., Krauter Mix GmbH, DF World of Spices GmbH, Archer Daniels Midland Company and Paulig Group.

Key Developments:

In June 2024, Dsm-firmenich announced an agreement to sell its yeast extract business to Lesaffre, a key global player in fermentation and micro-organisms. Yeast Extracts is part of dsm-firmenich's Taste, Texture & Health business unit, with annual sales of about €120 million.

In December 2023, France-based Robertet Group has acquired Bangalore's flavors and fragrances manufacturing company Sonarome intending to expand its flavour offerings and grow its market presence in India, South-East Asia, and East Africa. The acquisition of Sonarome is extremely strategic for us because fragrance and flavors are both our mission and expertise.

In December 2023, ADM announced that it has reached an agreement to acquire UK-based FDL, a leading developer and producer of premium flavor and functional ingredient systems. FDL, with projected 2023 sales of approximately \$120 million, operates three production facilities and two customer innovation centers, all in the United Kingdom.

Product Types Covered:

Oregano

Rosemary

Sage

Savoury

Mint

Thyme

Bay Leaves

Other Product Types

Forms Covered:

Whole/Intact

Powdered

Natures Covered:

Organic

Conventional

Drying Methods Covered:

Air Drying

Vacuum Drying

Microwave Drying

Applications Covered:

Food and Beverage

Personal Care and Cosmetics

Pharmaceuticals

Other Applications

End Users Covered:

B2B (Business to Business)

B2C (Business to Consumer)

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 2022, 2023, 2024, 2026, and 2030
- 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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL DRIED HERBS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Oregano
- 5.3 Rosemary
- 5.4 Sage
- 5.5 Savoury
- 5.6 Mint
- 5.7 Thyme
- 5.8 Bay Leaves
- 5.9 Other Product Types

6 GLOBAL DRIED HERBS MARKET, BY FORM

- 6.1 Introduction
- 6.2 Whole/Intact
- 6.3 Powdered

7 GLOBAL DRIED HERBS MARKET, BY NATURE

- 7.1 Introduction
- 7.2 Organic
- 7.3 Conventional

8 GLOBAL DRIED HERBS MARKET, BY DRYING METHOD

- 8.1 Introduction
- 8.2 Air Drying
- 8.3 Vacuum Drying
- 8.4 Microwave Drying

9 GLOBAL DRIED HERBS MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Food and Beverage
- 9.3 Personal Care and Cosmetics
- 9.4 Pharmaceuticals
- 9.5 Other Applications

10 GLOBAL DRIED HERBS MARKET, BY END USER

- 10.1 Introduction
- 10.2 B2B (Business to Business)
- 10.3 B2C (Business to Consumer)

11 GLOBAL DRIED HERBS MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America
 - 11.2.1 US
 - 11.2.2 Canada
 - 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 Italy
 - 11.3.4 France
 - 11.3.5 Spain
 - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 New Zealand
 - 11.4.6 South Korea
 - 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa

11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

12.1 Agreements, Partnerships, Collaborations and Joint Ventures

12.2 Acquisitions & Mergers

12.3 New Product Launch

12.4 Expansions

12.5 Other Key Strategies

13 COMPANY PROFILING

13.1 Synthite Industries Ltd

13.2 Koninklijke Euroma BV

13.3 Dohler GmbH

13.4 Husarich GmbH

13.5 Olam International

13.6 Robertet SA

13.7 Firmenich SA

13.8 Nenco Food Group

13.9 McCormick and Company, Inc.

13.10 Saipro Biotech Private Limited

13.11 Verstegen Spices & Sauces B.V.

13.12 Krauter Mix GmbH

13.13 DF World of Spices GmbH

13.14 Archer Daniels Midland Company

13.15 Paulig Group

List Of Tables

LIST OF TABLES

- 1 Global Dried Herbs Market Outlook, By Region (2022-2030) (\$MN)
- 2 Global Dried Herbs Market Outlook, By Product Type (2022-2030) (\$MN)
- 3 Global Dried Herbs Market Outlook, By Oregano (2022-2030) (\$MN)
- 4 Global Dried Herbs Market Outlook, By Rosemary (2022-2030) (\$MN)
- 5 Global Dried Herbs Market Outlook, By Sage (2022-2030) (\$MN)
- 6 Global Dried Herbs Market Outlook, By Savoury (2022-2030) (\$MN)
- 7 Global Dried Herbs Market Outlook, By Mint (2022-2030) (\$MN)
- 8 Global Dried Herbs Market Outlook, By Thyme (2022-2030) (\$MN)
- 9 Global Dried Herbs Market Outlook, By Bay Leaves (2022-2030) (\$MN)
- 10 Global Dried Herbs Market Outlook, By Other Product Types (2022-2030) (\$MN)
- 11 Global Dried Herbs Market Outlook, By Form (2022-2030) (\$MN)
- 12 Global Dried Herbs Market Outlook, By Whole/Intact (2022-2030) (\$MN)
- 13 Global Dried Herbs Market Outlook, By Powdered (2022-2030) (\$MN)
- 14 Global Dried Herbs Market Outlook, By Nature (2022-2030) (\$MN)
- 15 Global Dried Herbs Market Outlook, By Organic (2022-2030) (\$MN)
- 16 Global Dried Herbs Market Outlook, By Conventional (2022-2030) (\$MN)
- 17 Global Dried Herbs Market Outlook, By Drying Method (2022-2030) (\$MN)
- 18 Global Dried Herbs Market Outlook, By Air Drying (2022-2030) (\$MN)
- 19 Global Dried Herbs Market Outlook, By Vacuum Drying (2022-2030) (\$MN)
- 20 Global Dried Herbs Market Outlook, By Microwave Drying (2022-2030) (\$MN)
- 21 Global Dried Herbs Market Outlook, By Application (2022-2030) (\$MN)
- 22 Global Dried Herbs Market Outlook, By Food and Beverage (2022-2030) (\$MN)
- 23 Global Dried Herbs Market Outlook, By Personal Care and Cosmetics (2022-2030) (\$MN)
- 24 Global Dried Herbs Market Outlook, By Pharmaceuticals (2022-2030) (\$MN)
- 25 Global Dried Herbs Market Outlook, By Other Applications (2022-2030) (\$MN)
- 26 Global Dried Herbs Market Outlook, By End User (2022-2030) (\$MN)
- 27 Global Dried Herbs Market Outlook, By B2B (Business to Business) (2022-2030) (\$MN)
- 28 Global Dried Herbs Market Outlook, By B2C (Business to Consumer) (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Dried Herbs Market Forecasts to 2030 – Global Analysis By Product Type (Oregano, Rosemary, Sage, Savoury, Mint, Thyme, Bay Leaves and Other Product Types), Form (Whole/Intact and Powdered), Nature, Drying Method, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/DA2B2B0E2B88EN.html>

Price: US\$ 4,150.00 (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/DA2B2B0E2B88EN.html>