

# Seasonings and Spices Market Forecasts to 2034 – Global Analysis By Product (Spices, Herbs and Other Products), Nature Type (Conventional, Organic and Other Nature Types), Form, Application, and By Geography

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## Abstracts

According to Statistics MRC, the Global Seasonings and Spices Market is accounted for \$30.2 billion in 2026 and is expected to reach \$52.6 billion by 2034 growing at a CAGR of 7.2% during the forecast period. Seasonings and spices play a pivotal role in enhancing the flavor profile of various dishes, transforming ordinary meals into culinary delights. While seasonings refer to a broad category of flavor enhancers such as salt, pepper, and herbs, spices are specific plant-derived substances, often dried, that add distinct flavours and aromas to food. Examples of popular spices include cinnamon, cumin, and paprika. Both seasonings and spices contribute not only to taste but also to the overall sensory experience of a dish.

According to a 2019 survey conducted by Kalsec, a leading global producer of innovative spice and herb flavor extracts, more than half of consumers prefer hot & spicy food options for their meals, owing to which food processors, restaurants, hotels, caf?s, among others have been using a variety of powdered spices & seasonings.

### Market Dynamics:

#### Driver:

Convenience and ready-to-use products

Consumers now a days seek time-saving options that eliminate the need for extensive

preparation. Ready-to-use seasonings and spices cater to this trend, offering convenience in terms of quick and easy flavor enhancement for meals. The busy lifestyles of consumers drive the preference for pre-mixed, easily accessible spice blends, reducing the time and effort required in the kitchen. These products resonate with busy individuals and families, aligning with the trend of time-conscious cooking. This market trend aligns with the growing emphasis on convenience, making ready-to-use seasonings and spices a significant driver in meeting the evolving needs of modern consumers.

**Restraint:**

## Weather conditions

Harsh weather, such as extreme heat or cold, can alter cooking habits, leading to shifts in the demand for specific spices. For instance, warmer weather might drive a higher demand for lighter, refreshing flavors, while colder climates could boost the sales of warming spices. Natural disasters like hurricanes or droughts can disrupt the supply chain, affecting the production and availability of certain spices. Additionally, seasonal variations in weather can also impact agricultural yields, directly influencing the pricing and accessibility of key spice ingredients, thereby impacting the overall dynamics of the market.

**Opportunity:**

## Creative presentation and packaging

Brands can explore creative packaging designs, incorporating eco-friendly materials or functional features that enhance the user experience. Interactive packaging, such as QR codes linking to recipes or serving suggestions, can engage consumers and add value to the product. Incorporating visually appealing designs and storytelling on packaging can convey the uniqueness and quality of the seasonings, attracting a broader audience. In addition, leveraging augmented reality or smart packaging technologies may further elevate the overall customer experience, making the selection and usage of spices a memorable and convenient process.

**Threat:**

## Changing consumer preferences

With a growing focus on wellness and global flavors, consumers may shift away from traditional seasoning choices towards innovative and ethnic alternatives. The demand for clean labels, organic options, and reduced salt and sugar content can impact traditional seasoning products. Additionally, preferences for convenient and ready-to-use spice blends may challenge traditional formats. To thrive, companies in this market must adapt by introducing healthier, authentic, and convenient offerings that align with evolving consumer tastes and lifestyles.

### **Covid-19 Impact:**

The COVID-19 pandemic has significantly impacted the seasonings and spice market. Lockdowns, disrupted supply chains, and changes in consumer behavior have led to fluctuations in demand and production. While home cooking saw a surge, the closure of restaurants and foodservice industries affected bulk purchases. Supply chain disruptions also resulted in shortages and increased prices for certain spices. Additionally, changing consumer preferences towards healthier options and increased awareness of immune-boosting properties in spices have influenced market dynamics. Overall, the seasonings and spices market has experienced both challenges and opportunities as a result of the pandemic.

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

The spices segment in the seasonings and spices market has witnessed significant growth due to evolving consumer preferences and an expanding culinary landscape. Increasing consumer demand for diverse and exotic flavors, coupled with a rising interest in global cuisines, has fueled the demand for a wide range of spices. The trend towards home cooking and culinary experimentation has further boosted the popularity of spices. Furthermore, the growing awareness of the health benefits associated with certain spices, such as their anti-inflammatory and antioxidant properties, has contributed to the segment's expansion.

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

The beverages segment in the seasonings and spices market has experienced substantial growth due to shifting consumer preferences and increased demand for innovative flavor profiles. Consumers are increasingly seeking unique and exotic beverage options, driving the incorporation of diverse spices and seasonings in drinks such as teas, coffees, and cocktails. Additionally, the rise of specialty and craft

beverages has further fuelled the demand for distinctive flavor combinations, prompting manufacturers to explore and incorporate a wide array of spices into their beverage offerings.

### **Region with largest share:**

The North American region has witnessed significant growth in the seasonings and spices market, driven by evolving consumer preferences for diverse and exotic flavors. The increasing popularity of ethnic cuisines, coupled with a growing demand for natural and organic products, has fueled market expansion. The dynamic food and beverage industry in North America, marked by culinary innovation and a thriving restaurant culture, further propels the demand for high-quality seasonings and spices. As consumers increasingly prioritize unique and authentic taste experiences, the seasonings and spices market in North America continues to flourish, presenting opportunities for both established and emerging players in the industry.

### **Region with highest CAGR:**

The Asia-Pacific region has witnessed substantial growth in the seasonings and spices market, driven by increasing consumer demand for diverse and authentic flavors. Factors such as a rising population, urbanization, and changing culinary preferences contribute to the expanding market. The region's rich culinary heritage, coupled with a growing awareness of global cuisines, has led to a surge in the consumption of various seasonings and spices. In addition, a flourishing food industry and the popularity of convenience foods have further propelled the market's growth.

### **Key players in the market**

Some of the key players in Seasonings and Spices market include Ajinomoto Co, Inc., Ariake Japan CO, LTD, Associated British Foods plc, Baria Pepper, Baron Spices Inc., Cargill Incorporated, Döhler Group SE, DS Group, Everest Spices , House Foods Group Inc, Kerry Group PLC, McCormick & Company, Inc., Olam International and Sensient Technologies Corporation.

### **Key Developments:**

In November 2023, Ajinomoto Co., Inc. of Japan and Forge Biologics (Forge) of the United States announced a formal agreement under which Ajinomoto Co. would purchase Forge, a leading maker of genetic medicines, for \$620 million in cash. Forge

will become a fully consolidated subsidiary of Ajinomoto Co., Inc.

In April 2023, Sensient Savory Flavors France, a division of Sensient Technologies Corporation, has launched a new Nacre umami booster extract portfolio, offering multiple benefits to food manufacturers. Nacre, which is extracted from plant protein, qualifies for clean, vegan labelling as a more transparently sourced vegetable umami flavour solution. The ingredient is a sustainable extract, which is naturally produced with an upcycled raw ingredient, minimal processing and low carbon impact.

#### Products Covered:

Spices

Herbs

Capsicum

Nutmeg & mace

Salt & Salts Substitutes

Other Products

#### Nature Types Covered:

Conventional

Organic

Other Nature Types

#### Forms Covered:

Whole

Powder

Crushed

Other Forms

Applications Covered:

Meat & Poultry Products

Frozen Products

Beverages

Bakery & Confectionery

Snacks & Convenience Food

Soups, Sauces, And Dressings

Other Applications

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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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