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Botanical Extracts Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Application (Bakery & Confectionery, Sauces and Dressings, Alcoholic Beverages, Carbonated Soft Drinks, Iced Teas, Flavored Dairy Products and Others), By Form (Powder and Liquid), By Source (Spices, Herbs, Tea leaves and Flowers), By Region & Competition, 2021-2031F

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Abstracts

The Global Botanical Extracts Market is projected to expand from USD 7.02 Billion in 2025 to USD 12.03 Billion by 2031, reflecting a CAGR of 9.39%. These extracts consist of concentrated plant materials obtained from roots, leaves, flowers, or seeds via solvent extraction to isolate bioactive compounds for application in pharmaceuticals, food and beverages, and cosmetics. The market is fundamentally underpinned by a significant shift in consumer preference toward clean-label products, which compels manufacturers to substitute synthetic additives with natural alternatives. Additionally, the global emphasis on preventative healthcare acts as a structural catalyst, driving the integration of plant-based ingredients into functional foods and medicinal products beyond temporary flavor trends.

However, the industry encounters substantial hurdles regarding the stability of the raw material supply chain, as climate change and geopolitical factors frequently interrupt agricultural production and affect ingredient consistency. These disruptions often result in price volatility and create difficulties in meeting the rigorous quality standardization required by international regulatory bodies. According to the American Botanical Council, retail sales of herbal dietary supplements in the United States totaled 13.23

billion dollars for the year 2024 as reported in 2025, indicating that demand remains resilient despite these persistent upstream supply challenges.

Market Driver

The expansion of the dietary supplement and nutraceutical industries serves as a primary engine for market growth, with consumers increasingly favoring herbal formulations for preventive health, stress management, and immune support over synthetic vitamins. This trend is marked by the rapid mainstream acceptance of adaptogens and traditional herbal remedies, which have become essential elements of preventative healthcare regimens. According to the Council for Responsible Nutrition's '2024 Consumer Survey' released in October 2024, the usage of the botanical supplement Ashwagandha among American supplement users reached 8%, representing a four-fold increase since 2020 and underscoring the structural shift toward botanical ingredients in modern wellness strategies.

Simultaneously, rising consumer demand for clean-label and plant-based ingredients is transforming product formulation across the food, beverage, and personal care sectors. Manufacturers are actively replacing synthetic additives with botanical extracts to provide natural flavoring and functional benefits that align with transparency standards. This industrial pivot is evidenced by financial performance; for instance, Givaudan reported in January 2025 that sales in their Taste & Wellbeing division reached 3,752 million Swiss francs in the '2024 Full Year Results', driven by 10.7% like-for-like growth. Furthermore, the Soil Association Certification noted in April 2024, within the 'Organic Beauty and Wellbeing Market Report 2024', that sales of organic mother and baby care products in the UK surged by 65%, validating the high demand for botanical purity across sectors.

Market Challenge

The volatility of the raw material supply chain presents a formidable barrier to the growth of the Global Botanical Extracts Market. As climate change and geopolitical instability disrupt agricultural yields, manufacturers face unpredictable ingredient shortages and fluctuating operational costs. This uncertainty directly counters the industry's ability to consistently replace synthetic additives with natural alternatives, as producers cannot rely on a steady flow of high-quality botanical inputs. Consequently, the risk of supply failure causes manufacturers to hesitate in scaling up clean-label product lines, thereby stifling the potential for broader market adoption.

This disruption is particularly damaging given the entrenched consumer reliance on these ingredients, which makes inventory stability crucial. According to the Council for Responsible Nutrition, 75% of Americans reported using dietary supplements in 2024, illustrating a massive, established user base that necessitates consistent product availability. When agricultural factors compromise ingredient consistency, companies struggle to meet this demand while adhering to rigorous quality standards. The inability to guarantee standardized bioactive levels due to environmental stress further hampers growth, as it complicates compliance with international regulations and threatens to erode consumer trust in the efficacy of botanical formulations.

Market Trends

The expansion into functional beverages and hydration products represents a decisive shift in market dynamics, as consumers increasingly prioritize convenient, ready-to-drink formats over traditional capsules. This trend drives manufacturers to develop water-soluble and flavor-neutral botanical ingredients that can withstand thermal processing without losing bioactivity. Consequently, ingredient suppliers are restructuring their portfolios to cater to this surge in "drinkable wellness," which blends hydration with targeted health benefits such as energy or relaxation. This strategic pivot is evident in financial results, such as Kerry Group's 'Annual Report 2024' from February 2025, where the Taste & Nutrition division achieved an EBITDA of 1.25 billion euros, a 5.9% increase largely attributed to significant volume progression in functional food and beverage markets.

Simultaneously, the integration of botanicals into personalized nutrition ecosystems is redefining product development strategies. Advances in diagnostic tools and data analytics now enable brands to curate tailored supplement regimens based on individual biological needs, moving the industry away from one-size-fits-all multivitamins. This evolution forces extract producers to maintain diverse inventories of specific, high-purity ingredients to support niche health claims ranging from sleep support to metabolic health. The demand for such customization is becoming a dominant consumer expectation; according to the Council for Responsible Nutrition's '2024 Consumer Survey' in October 2024, 69% of dietary supplement users emphasized the importance of a personalized regimen when selecting products, underscoring the critical role of tailored botanical solutions in modern preventative health strategies.

Key Market Players

Givaudan

DSM-Firmenich

Sensient Technologies

Frutarom

Blue Sky Botanics

Ransom Naturals

Prinova

P.T. Indesso Aroma

Synergy Flavors

Haldin Natural

Report Scope

In this report, the Global Botanical Extracts Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Botanical Extracts Market, By Application

Bakery & Confectionery

Sauces and Dressings

Alcoholic Beverages

Carbonated Soft Drinks

Iced Teas

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Flavored Dairy Products and Others

Botanical Extracts Market, By Form

Powder and Liquid

Botanical Extracts Market, By Source

Spices

Herbs

Tea leaves and Flowers

Botanical Extracts Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Botanical Extracts Market.

Available Customizations:

Global Botanical Extracts Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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