

# **Botanical Ingredients Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Form (Powder, Liquid), By Source (Herbs, Leaves, Spices, Flowers, Others), By End Use (Food & Beverages, Dietary Supplements, Personal Care and Cosmetics, Pharmaceuticals, Others), By Region & Competition, 2019-2029F**

<https://marketpublishers.com/r/B40D16D86AEBEN.html>

Date: December 2024

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: B40D16D86AEBEN

## **Abstracts**

The global Botanical Ingredients Market was valued at USD 167.82 Billion in 2023 and is expected to reach USD 241.04 Billion by 2029 with a CAGR of 6.27% during the forecast period. Consumers are increasingly seeking products with natural ingredients and added functional properties that support a healthy lifestyle. Plant extracts are playing a key role by offering various functional benefits while remaining natural. These extracts have moved beyond the specialized nutraceutical market and are now widely used in the broader food sector. In food products, plant extracts are incorporated into beverages, dairy, meat products, bakery items, and confectionery, not only for their natural appeal but also to deliver health benefits. For instance, DSM-Firmenich, company in nutrition, health, and beauty, have partnered with Interstellar Lab, a biotech startup specializing in biofarming solutions, to drive innovation in the production of botanical ingredients. This collaboration will explore new possibilities in agrotech, with a focus on sustainable innovation and enhancing the olfactive richness of natural ingredients for perfumery.

### **Market Drivers**

Growing Consumer Demand for Natural and Organic Products

Consumers are increasingly leaning towards products that are natural, organic, and free from synthetic chemicals. This shift in preference is a major driver for the botanical ingredients market. The growing awareness about the adverse effects of chemicals in food, personal care, and pharmaceutical products has prompted consumers to seek out plant-based alternatives. Botanical ingredients, derived from plants, offer a cleaner, safer, and environmentally friendly option compared to synthetic counterparts. In personal care, for example, many consumers are choosing skincare and haircare products made from botanical extracts such as aloe vera, lavender, and tea tree oil due to their proven efficacy and natural properties. Similarly, in the food industry, consumers are gravitating towards natural preservatives, flavors, and colors sourced from plants rather than artificial additives. This natural trend is also gaining traction in pharmaceuticals, with a surge in plant-based remedies and herbal medicines. Furthermore, as sustainability becomes a priority for consumers, botanical ingredients align well with eco-conscious choices. They are biodegradable and often produced using sustainable farming practices. This demand for sustainable, clean, and green products is anticipated to continue rising, further driving the growth of the botanical ingredients market.

### Advancements in Biotechnology and Extraction Technologies

Technological advancements in biotechnology and extraction methods have significantly enhanced the availability and efficiency of botanical ingredient production. Modern extraction techniques, such as cold-pressing, steam distillation, and supercritical fluid extraction, allow for the efficient capture of high-quality compounds from plant sources. These methods have improved the purity, potency, and yield of botanical ingredients, making them more accessible and affordable for a variety of industries. Biotechnology has also enabled the genetic modification of plants to increase the production of specific active ingredients, enhancing the potential of botanical extracts. For instance, advancements in genetic engineering allow for higher yields of important compounds like essential oils or medicinal phytochemicals. As a result, the market is seeing a rise in innovative products containing concentrated and potent botanical ingredients that are used in skincare, nutrition, and pharmaceuticals. In addition, these technological developments have increased the consistency and standardization of botanical ingredients, addressing concerns related to variability in natural sources. This ensures that consumers and manufacturers alike can rely on high-quality products derived from plants, further driving the demand for botanical ingredients.

### Rising Health and Wellness Trends

As health and wellness continue to dominate consumer preferences, botanical ingredients are seen as an essential part of healthy living. With an increasing focus on preventive healthcare and natural remedies, botanical ingredients have found a strong foothold in the dietary supplements and nutraceutical sectors. Consumers are more inclined to choose plant-based supplements like turmeric, echinacea, and ginseng for their proven benefits in enhancing immunity, reducing inflammation, and promoting overall health. In addition, the rise of the 'clean label' movement, where consumers demand transparency and simplicity in product ingredients, has further fueled the demand for botanical ingredients. Products with plant-derived ingredients are perceived as healthier and more wholesome compared to those with artificial or synthetic additives. This trend is particularly evident in the growing popularity of plant-based foods and beverages, where botanical extracts are used to enhance flavor, nutrition, and health benefits. Moreover, the global shift toward sustainable living, which includes more plant-based diets, is also contributing to the market growth. As more consumers turn to plant-based diets, the demand for botanical ingredients, which are often used in plant-based food products, increases. The health-conscious population's preference for natural and holistic approaches to well-being is expected to continue driving the growth of the botanical ingredients market in the coming years.

## Key Market Challenges

### Sourcing and Supply Chain Challenges

One of the primary challenges faced by the botanical ingredients market is the complexity of sourcing and maintaining a consistent supply of raw materials. Many botanical ingredients are derived from specific plants, which can be vulnerable to environmental factors such as climate change, pests, diseases, and natural disasters. Fluctuations in weather conditions can severely impact the yield and quality of plant-based ingredients, making it difficult for manufacturers to secure a consistent supply. Additionally, the cultivation of certain plants for botanical ingredients may require specialized farming conditions, which are not always available in every region. For example, certain medicinal herbs may only thrive in specific climates or soils, and these plants may require long growth cycles, further complicating supply chain logistics.

Another issue is the impact of overharvesting. The demand for certain botanical ingredients, especially rare or highly prized ones, may lead to unsustainable harvesting practices, endangering plant populations. As a result, there is an increasing push for sustainable and ethical sourcing practices but ensuring compliance with these

standards across global supply chains remains a significant challenge. Moreover, the global nature of the botanical ingredients market often requires sourcing from multiple countries, each with its regulatory requirements and trade barriers. Navigating these complexities can increase costs, lead to delays, and affect the quality and availability of botanical ingredients.

## Regulatory and Quality Control Issues

The botanical ingredients market faces significant challenges in terms of regulatory compliance and quality control. As these ingredients are used in a wide range of industries—such as food, pharmaceuticals, cosmetics, and personal care—each sector is subject to a distinct set of regulations, often varying by region. For instance, the approval process for botanical ingredients used in food products may differ from that for those used in cosmetics or drugs. In the food industry, regulatory bodies like the FDA (U.S. Food and Drug Administration) or EFSA (European Food Safety Authority) are responsible for ensuring the safety of botanical ingredients. However, the lack of standardized regulations for many botanicals creates ambiguity. Many botanicals used in dietary supplements or functional foods may not undergo the same level of scrutiny as pharmaceutical ingredients, raising concerns about their safety, efficacy, and potential interactions with other drugs or substances. Furthermore, maintaining consistent quality across batches is another significant hurdle. Botanical ingredients are inherently variable due to their natural origins, and the concentration of active compounds can differ from one plant to another, or even between different growing seasons. This variability can make it difficult for manufacturers to ensure consistent product quality, especially when botanical ingredients are used in formulations where precise dosages are crucial.

## Key Market Trends

### Integration of Botanical Ingredients in Functional Foods and Beverages

A significant trend within the botanical ingredients market is the increasing incorporation of botanicals into functional foods and beverages. Functional foods are those that offer health benefits beyond basic nutrition, and the inclusion of botanical ingredients like adaptogens, antioxidants, and anti-inflammatory herbs is becoming more prevalent. This trend is being driven by growing consumer interest in health and wellness, particularly in products that support immune function, mental clarity, stress management, and overall well-being. In the beverage industry, botanicals are finding their place in a range of products, from herbal teas and smoothies to energy drinks and

functional waters. Ingredients such as turmeric, ginger, matcha, and ashwagandha are being added for their purported health benefits, which include reducing inflammation, boosting energy, and improving digestion. Functional beverages containing botanicals are especially popular in the wellness market, where consumers seek natural alternatives to sugary drinks or caffeinated beverages.

Similarly, functional foods, including snacks, granola bars, and supplements, are being infused with botanical extracts to boost their nutritional value. For example, spirulina, moringa, and chia seeds are commonly used for their high nutrient content, such as vitamins, minerals, and proteins. Many consumers are seeking out these foods to enhance their daily diet with plant-based superfoods that support long-term health. This trend is fueled by the increasing awareness of the role of nutrition in overall health, as well as the desire for more natural, plant-based alternatives to traditional pharmaceutical or processed food options. As consumer demand for functional foods and beverages continues to rise, botanical ingredients are expected to play an increasingly prominent role in helping brands differentiate their offerings in the crowded market, driving growth in the botanical ingredients sector.

### Sustainability and Ethical Sourcing

Another important trend in the botanical ingredients market is the growing emphasis on sustainability and ethical sourcing. As environmental concerns continue to rise, both consumers and manufacturers are increasingly focused on the ecological impact of production processes, including the cultivation and harvesting of botanical ingredients. This trend is driven by a collective push to reduce carbon footprints, promote biodiversity, and support fair trade practices. In terms of sustainability, companies are prioritizing ingredients sourced from renewable and responsibly managed crops. Many botanical ingredients are being cultivated using organic farming practices, which avoid the use of synthetic pesticides and fertilizers, and reduce water usage and soil degradation. Additionally, there is an increased focus on sourcing from certified organic or fair-trade sources, ensuring that farmers are paid fairly for their labor and that the supply chain is environmentally friendly.

Another key aspect of sustainability in the botanical ingredients market is the push for regenerative agriculture. This farming method focuses on improving soil health, increasing biodiversity, and capturing carbon dioxide from the atmosphere. Many companies are now aligning their sourcing strategies with these regenerative principles to not only provide high-quality botanical ingredients but also contribute positively to the environment. Consumers, particularly those in younger generations, are increasingly

demanding transparency in sourcing practices. They expect brands to disclose information about the origins of their ingredients and the ethical standards upheld throughout the supply chain. As a result, sustainability and ethical sourcing are becoming key competitive differentiators in the botanical ingredients market. This trend is expected to grow as consumers continue to prioritize environmental and social responsibility when making purchasing decisions.

## Segmental Insights

### End Use Insights

The food and beverage application segment has become the dominant force in the botanical ingredients market, driven by consumers' growing preference for natural, plant-based, and functional products. With increasing health consciousness, consumers are seeking food and drinks that offer not only basic nourishment but also additional health benefits, such as immune support, stress relief, and improved digestion. Botanical ingredients like turmeric, ginger, matcha, and moringa are being widely incorporated into food and beverages for their antioxidant, anti-inflammatory, and adaptogenic properties. This trend is further fueled by the rising popularity of plant-based diets, where botanicals are used to enhance flavor, texture, and nutritional value without relying on synthetic additives or preservatives. Ingredients such as herbs, fruits, and spices are being used in a variety of food and beverage products, ranging from functional teas and smoothies to snacks, energy bars, and plant-based milk alternatives. Moreover, the clean label movement, where consumers demand transparency in product ingredients, is also contributing to the dominance of botanical ingredients in this segment. As consumers prioritize sustainability and health, botanical ingredients provide an attractive, natural solution that aligns with these values. The versatility of botanicals and their growing integration into food formulations ensure their continued prominence in the market.

### Regional Insights

North America is leading the botanical ingredients market, driven by factors such as increasing consumer demand for natural, plant-based products, growing health awareness, and a strong focus on sustainability. The region, particularly the United States and Canada, has seen a significant rise in the adoption of botanical ingredients across various sectors, including food and beverages, cosmetics, pharmaceuticals, and personal care. The shift toward clean-label, organic, and plant-based products is a major trend in North America, with consumers actively seeking alternatives to synthetic

chemicals and preservatives. Botanical ingredients, known for their natural healing properties, are widely used in dietary supplements, skincare, and functional foods. Popular ingredients such as turmeric, ginger, ginseng, and aloe vera are increasingly incorporated into products to cater to health-conscious consumers. Moreover, the North American market benefits from a well-established infrastructure, advanced research and development capabilities, and strong regulatory frameworks that ensure the safety and quality of botanical products. Leading companies in the region are continually innovating, developing new formulations, and tapping into emerging consumer preferences. The rising trend of sustainability is also a key driver, as consumers are drawn to ethically sourced and eco-friendly botanical ingredients. As demand for natural products continues to grow, North America is expected to maintain its dominance in the global botanical ingredients market.

### Key Market Players

Indesso

Lipoid Kosmetik AG

The Herbarie at Stoney Hill Farm, Inc.

International Flavors& Fragrances, Inc.

BELL Flavors & Fragrances Duft und Aroma GmbH

Rutland Biodynamics Ltd.

Prakruti Sources Pvt. Ltd.

Ambe Phytoextracts Pvt. Ltd.

The Green Labs, LLC

Berje, Inc.

### Report Scope:

In this report, the global Botanical Ingredients Market has been segmented into the

following categories, in addition to the industry trends which have also been detailed below:

Botanical Ingredients Market, By Form:

Powder

Liquid

Botanical Ingredients Market, By Source:

Herbs

Leaves

Spices

Flowers

Others

Botanical Ingredients Market, By End Use:

Food & Beverages

Dietary Supplements

Personal Care and Cosmetics

Pharmaceuticals

Others

Botanical Ingredients Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global Botanical Ingredients Market.

## Available Customizations:

Global Botanical Ingredients 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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#### 14.1.3.6. Key Management Personnel

### 14.1.4. International Flavors& Fragrances, Inc.

#### 14.1.4.1. Company Details

#### 14.1.4.2. Products

#### 14.1.4.3. Financials (As Per Availability)

#### 14.1.4.4. Key Market Focus & Geographical Presence

#### 14.1.4.5. Recent Developments

#### 14.1.4.6. Key Management Personnel

### 14.1.5. BELL Flavors & Fragrances Duft und Aroma GmbH

#### 14.1.5.1. Company Details

#### 14.1.5.2. Products

#### 14.1.5.3. Financials (As Per Availability)

#### 14.1.5.4. Key Market Focus & Geographical Presence

#### 14.1.5.5. Recent Developments

#### 14.1.5.6. Key Management Personnel

### 14.1.6. Rutland Biodynamics Ltd.

#### 14.1.6.1. Company Details

- 14.1.6.2. Products
- 14.1.6.3. Financials (As Per Availability)
- 14.1.6.4. Key Market Focus & Geographical Presence
- 14.1.6.5. Recent Developments
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  - 14.1.7.2. Products
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  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
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  - 14.1.8.4. Key Market Focus & Geographical Presence
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  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Berje, Inc.
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Form
- 15.3. Target End Use

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