

Broth Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Chicken Broth, Beef Broth, Vegetable Broth, Bone Broth, Seafood Broth), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/BEBA795F351FEN.html>

Date: May 2026

Pages: 180

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

ID: BEBA795F351FEN

Abstracts

The Global broth industry is projected to expand from USD 6.13 billion in 2025 to USD 8.15 billion by 2031, achieving a compound annual growth rate of 4.86%. As a savory liquid crafted by boiling bones, meat, or vegetables in water, broth effectively extracts essential nutrients, collagen, and rich flavors. This market's upward trajectory is largely fueled by heightened consumer consciousness regarding health and wellness, specifically its perceived benefits for the immune system and gut health. Furthermore, a surging need for effortless, ready-to-use cooking bases, alongside a growing inclination toward clean-label and natural food items, plays a major role in driving industry expansion.

The market is also gaining momentum from the rising appeal of functional varieties, such as bone broth. Highlighting this upward trend, the Brazilian Food Processors' Association (ABIA) reported that Brazil's wider food processing sector, which includes broth manufacturing, achieved US\$231 billion in revenue in 2023, representing a 7.2% year-over-year increase. Despite these positive indicators, market growth faces a considerable hurdle due to the high manufacturing expenses linked to securing premium ingredients, like grass-fed or organic components. These costly inputs often lead to higher price tags on retail shelves, which can consequently restrict widespread consumer acceptance.

Market Driver

A major force propelling the worldwide broth sector is the rising consumer emphasis on functional nutrition and overall health. Shoppers are increasingly looking for items that provide more than just basic nourishment, seeking out options that bolster general wellness, immunity, and digestive health. This growing health consciousness drives consumers toward nutrient-packed and wholesome broths, notably bone broths that contain high levels of amino acids and collagen. As noted in the June 2024 'Food and Health Survey' by the International Food Information Council, 62% of Americans cited healthfulness as a crucial factor in their buying decisions, emphasizing a major shift in consumer priorities. This continuous desire for wellness-focused foods acts as a direct catalyst for ongoing innovation and expansion within the broth market.

In addition to health trends, the increasing need for accessible, ready-to-use food solutions plays a vital role in the broth market's continued growth. Today's fast-paced lifestyles push individuals to seek out items that simplify meal preparation while still delivering high-quality nutrition and taste. Broth perfectly aligns with these demands, functioning seamlessly as an instant base for various recipes or as a comforting, standalone warm beverage. The National Frozen and Refrigerated Food Association noted in December 2023 that despite a slight drop in home cooking, 64% of Americans continue to prepare meals at home to manage budgets, underscoring the demand for practical culinary aids. Additionally, a January 2026 report from FMI, The Food Industry Association revealed that almost two-thirds of shoppers worry about elevated grocery costs, pointing to an economic dynamic that consistently shapes consumer purchasing decisions across the food sector.

Market Challenge

A major hurdle hindering the growth of the global broth industry is the steep production expense tied to acquiring premium ingredients. High-quality broth items, especially those promoted for wellness benefits like immune support and gut healing, frequently require the use of organic produce alongside pasture-raised or grass-fed meats and bones. Securing these high-quality components incurs significantly larger costs when compared to standard alternatives. These heightened production expenses are inevitably passed down, resulting in steeper retail prices for the final consumer.

The impact of these elevated costs is further compounded by broader economic pressures within the grocery landscape. For example, FoodDrinkEurope reported that EU consumer food prices rose by 2.4% in December 2025 relative to December 2024, mirroring the persistent inflation impacting the entire food industry. As a result, the premium price tags attached to high-end broth products can limit their affordability and

accessibility for the broader public, ultimately dampening widespread market penetration. This clear correlation between costly production and expensive retail items serves as a distinct barrier, preventing the market from achieving its maximum potential by confining its appeal to a narrower, niche audience.

Market Trends

The worldwide broth market is experiencing a significant shift driven by the diversification of flavor varieties beyond conventional offerings. As consumers continually seek out fresh and exciting taste experiences, producers are actively innovating by incorporating a broader spectrum of culinary influences and ingredients. This expansion encompasses the use of international ethnic spices, distinctive herbal blends, and creative savory-sweet fusions. By broadening their flavor portfolios, brands can appeal to a wider range of palates and integrate seamlessly into diverse cooking styles. Emphasizing this point, a January 2026 Food Dive article detailing Nestlé's internal research revealed that nearly half of consumers would be motivated to test a new product and choose a specific brand if offered a captivating new flavor, demonstrating the powerful role of taste innovation in purchasing choices.

Another prominent trend transforming the industry is the rapid development of specialty broths formulated to meet distinct dietary requirements. This movement effectively serves an expanding demographic dealing with specific diets, food intolerances, or allergies. Manufacturers are answering this call by launching broth alternatives that are plant-based, dairy-free, gluten-free, or low in sodium, thereby enhancing product inclusivity and market reach. Creating these customized formulations not only fulfills unmet consumer demands but also extends the functional advantages of broth beyond general wellness. The strength of this tailored approach is reflected in broader related food categories; as reported by the Plant Based Foods Association in January 2026, the American plant-based retail market alone reached USD 8.1 billion in 2024, highlighting the success of catering to specialized niche segments.

Key Market Players

Unilever plc

Ajinomoto Co. Inc.

Campbell Soup Company

McCormick & Company Inc.

The Hain Celestial Group Inc.

Del Monte Foods Inc.

Pacific Foods of Oregon LLC

Belcampo Group Inc.

Look's Gourmet Food Company Inc.

The Manischewitz Company

Report Scope

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

Broth Market, By Type

Chicken Broth

Beef Broth

Vegetable Broth

Bone Broth

Seafood Broth

Broth Market, By Distribution Channel

Offline

Online

Broth 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 Broth Market.

Available Customizations:

Global Broth 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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