

# **India Organic Spices Market By Type (Basil, Garlic, Ginger, Turmeric, Cumin, Cinnamon, Pepper, Clove, Cardamom, Others), By Form (Whole, Powdered, Seeds, Minced, Others), By Sales Channel (Hypermarket/Supermarket, Grocery Store/Convenience Store, Online and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F**

<https://marketpublishers.com/r/IF61416F407DEN.html>

Date: October 2023

Pages: 90

Price: US\$ 3,500.00 (Single User License)

ID: IF61416F407DEN

## **Abstracts**

The Indian organic spices market has witnessed robust growth as health-conscious consumers actively seek organic alternatives to conventional spices. This market benefits from India's well-established position as a leading spice producer, cultivating a diverse range of certified organic spices across the country. The export of organic spices also contributes significantly to India's agricultural exports. With its longstanding reputation as the 'Spice Capital of the World,' India has a rich heritage in spice cultivation and trade. In recent times, the organic spices sector in India has gained considerable momentum, driven by the global trend toward healthier and more sustainable food choices. This emerging market serves as a beacon for those valuing quality, flavor, and environmental responsibility. Spices have been integral to Indian culture and cuisine for centuries, imparting depth, aroma, and complexity to various dishes.

### **Key Market Drivers:**

**Health and Wellness Consciousness:** A primary driver of the organic spices market in India is the growing awareness and importance placed on health and wellness.

Consumers increasingly seek foods that offer nutritional advantages while minimizing exposure to synthetic chemicals. Organic spices are perceived as a healthier option due to their lack of synthetic pesticides, fertilizers, and additives. For instance, turmeric is celebrated for its curcumin content, known for its anti-inflammatory and antioxidant properties.

**Environmental Sustainability:** Escalating environmental concerns have prompted a shift toward sustainable and eco-friendly consumption patterns. Organic farming practices, prioritizing soil health, biodiversity, and reduced chemical usage, resonate with consumers conscientious about their environmental impact. The organic spices market aligns with this sustainability trend, offering consumers a chance to support ecologically sound agricultural methods.

**Ethical Consumption:** Consumers are increasingly considering the ethical dimensions of their food choices. They seek products produced in ways that respect workers' rights, animal welfare, and local communities. Organic farming often emphasizes fair labor practices, empowering farmers and promoting social responsibility. This resonates with conscious consumers who desire their purchases to have a positive impact.

**Certification and Trust:** Certification plays a pivotal role in establishing consumer trust within the organic spices market. Recognized certifications assure consumers that products adhere to stringent organic standards. Trust is crucial in a market where consumers are discerning about the authenticity of organic claims. Well-established certifications enhance the credibility of organic spices, contributing to market growth.

**Global Demand:** India's reputation as a major spice producer has cultivated a robust market for both conventional and organic spices. The global demand for organic spices is also a key driver of market growth. As international consumers adopt healthier and more environmentally-conscious practices, Indian organic spices are gaining traction in global markets, further boosting the domestic industry.

**Government Support:** Government initiatives promoting organic farming and sustainable agriculture have provided momentum to the organic spices market. Subsidies, training programs, and financial incentives encourage farmers to adopt organic farming practices, thereby increasing the supply of organic spices.

**Rising Income Levels:** With rising disposable incomes, consumers are more willing to pay a premium for products perceived as healthier and of superior quality. This trend is evident in the organic spices market, where consumers invest in products aligning with

their health and wellness objectives.

**Culinary Exploration:** Evolving culinary preferences see consumers becoming more adventurous in their cooking, exploring diverse cuisines. Organic spices offer a premium option to enhance the flavors and aromas of various dishes. As culinary enthusiasts seek authentic and high-quality ingredients, the organic spices market gains traction.

**Tradition and Culture:** Spices hold a special place in Indian cuisine and culture. The use of organic spices aligns with traditional values of consuming natural and unprocessed foods. This cultural connection fuels demand for organic spices, particularly among those valuing authenticity in their culinary experiences.

**Rise of Online Retail:** The proliferation of e-commerce platforms has facilitated consumer access to a wide range of products, including organic spices. Online retail offers convenience and access to a broader array of choices, benefiting the organic spices market by reaching consumers across regions.

**Key Market Challenges:**

**Transition to Organic Farming:** One of the primary challenges in the organic spices market is the transition from conventional to organic farming practices. Organic farming necessitates a departure from synthetic pesticides and fertilizers, which can initially lead to reduced yields and heightened vulnerability to pests and diseases. Farmers must undergo a learning curve to adapt to organic methods, a process that can be time-consuming and financially demanding.

**Certification and Compliance:** Acquiring organic certification is crucial for market access, especially in international markets where consumers demand transparency and authenticity. However, obtaining and maintaining certification can be a complex and costly endeavor. It entails adhering to strict guidelines and regulations, which can be particularly daunting for small-scale farmers lacking the necessary resources and expertise.

**Quality Control:** Maintaining consistent quality is vital for any spice business's success. For organic spices, ensuring quality is even more challenging due to the absence of synthetic chemicals that conventional farming relies on for pest control and disease management. Organic crops are more susceptible to weather fluctuations and pest outbreaks, necessitating robust quality control measures throughout the supply chain.

**Limited Awareness and Education:** While consumer awareness about organic products' benefits is rising, there remains a lack of widespread understanding about the nuances of organic farming and its impact on spice production. Educating both consumers and farmers about the principles and benefits of organic farming can foster a more supportive ecosystem for the organic spices market.

**Supply Chain Infrastructure:** Developing a robust supply chain ensuring timely and efficient delivery of organic spices from farms to consumers poses another challenge. In many cases, inadequate storage facilities, transportation networks, and processing units specifically tailored for organic products exist. This can lead to post-harvest losses, quality deterioration, and a weakened competitive position in the market.

**Climate Change Vulnerability:** Climate change poses a significant threat to global agriculture, including India's organic spices sector. Changing weather patterns, unpredictable rainfall, and the proliferation of pests and diseases exacerbated by climate change can adversely affect spice cultivation. Organic farming, often reliant on natural methods for pest and disease management, can be more susceptible to climate-related challenges.

**Policy and Support:** While the Indian government has taken steps to promote organic farming through policies and financial support, the implementation and effectiveness of these policies in addressing the organic spices market's challenges are areas of concern. A more comprehensive and well-coordinated approach is necessary to create an environment conducive to organic spice producers.

#### Key Market Trends:

**Rising Health Consciousness:** Health-conscious consumers are propelling the demand for organic spices, seeking products free from synthetic pesticides, chemicals, and genetically modified organisms. Organic spices are perceived as healthier alternatives due to their higher nutritional content and absence of harmful residues. The trend toward clean and natural eating habits has fueled the organic spices market's growth in India.

**Premiumization and Value Addition:** Organic spices often command premium prices due to their perceived quality and health benefits. Producers are increasingly focusing on value addition through innovative packaging, branding, and marketing strategies. Consumers are willing to pay higher prices for ethically sourced, sustainably produced organic spices with traceable origins.

**E-Commerce and Direct-to-Consumer Sales:** The rise of e-commerce platforms has revolutionized consumer purchasing habits, extending to the organic spices market. Many small-scale organic spice producers leverage digital platforms to connect directly with consumers, circumventing traditional distribution channels. This approach allows for better consumer engagement and ensures fairer profit distribution for producers.

**Global Recognition and Export Opportunities:** India's reputation as a spice-rich nation has garnered global attention. Indian organic spices are finding their way into international kitchens, where discerning consumers appreciate their unique flavors and quality. This global recognition has opened up export opportunities for Indian producers, further boosting the organic spices sector.

**Diverse Culinary Applications:** Organic spices are sought after not only for their health benefits but also for their diverse culinary applications. Chefs and home cooks alike experiment with organic spices to create unique and flavorful dishes. This trend has driven demand for a wider variety of organic spices, encouraging farmers to cultivate an array of spices beyond the traditional ones.

**Regenerative Agriculture:** Beyond organic certification, regenerative agriculture is gaining traction as a holistic approach that focuses on restoring and improving soil health while sequestering carbon. This trend is particularly relevant in the organic spices sector, given that spices are often grown in ecologically sensitive regions. By adopting regenerative practices, farmers can enhance the long-term sustainability of their spice cultivation.

**Innovations in Processing and Packaging:** Processing and packaging play crucial roles in maintaining spice quality and shelf life. Innovative techniques, such as vacuum-sealing and nitrogen flushing, preserve spice freshness without the need for chemical preservatives. Additionally, sustainable and eco-friendly packaging solutions are gaining prominence.

**Collaboration for Market Access:** Small-scale organic spice producers often face challenges accessing mainstream markets due to issues like quality control, certification, and distribution. To overcome these hurdles, collaborations and partnerships are emerging as a trend. Producer cooperatives, industry associations, and non-governmental organizations are working together to create avenues for market access and skill development.

## Segmental Insights:

**Product Type Insights:** In FY 2023, the turmeric segment accounted for the largest share in the Indian organic spice market. Organic turmeric has gained substantial popularity and demand in India due to evolving consumer preferences, health consciousness, and increasing awareness of sustainability. Organic turmeric, cultivated without synthetic pesticides, herbicides, and chemical fertilizers, aligns with the growing consumer preference for chemical-free and potentially harmful residue-free foods. This has led to a significant surge in demand for organic turmeric.

**Regional Insights:** As of 2023, the southern region has emerged as a leading player, boasting a significant revenue share. This dominance is expected due to the southern states of Kerala, Karnataka, Tamil Nadu, and Andhra Pradesh's reputation for rich spice cultivation and consumption. Kerala, for instance, is renowned for its production of organic black pepper, cardamom, and turmeric.

## Key Market Players

Geo Fresh Organic

Carmel Organics.

Live Organics

PDS Organic Spices

Pro Nature Organic Foods Pvt Ltd

McCormick India

Earthen Delight Agro Products Pvt. Ltd.,

Simply Organic

West India Spices Inc.

Starwest Botanicals

## Report Scope:

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

### India Organic Spices Market, By Product Type:

Basil

Garlic

Ginger

Turmeric

Cumin

Cinnamon

Pepper

Clove

Cardamom

Others

### India Organic Spices Market, By Foam:

Whole

Powdered

Seeds

Minced

Others

### India Organic Spices Market, By Sales Channel:

Hypermarket/Supermarket

Grocery Store/Convenience Store

Online

Others

### India Organic Spices Market, By Region:

North

South

East

West

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Organic Spices Market.

### Available Customizations:

India Organic Spices Market report with the given market data, Tech Sci 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).



## Contents

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER ANALYSIS**

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
  - 4.2.1. By Gender
  - 4.2.2. By Age
  - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Sources of Awareness
- 4.5. Factors Influencing Purchase Decision
- 4.6. Challenges Faced Post Purchase

### **5. INDIA ORGANIC SPICES MARKET OUTLOOK**

*India Organic Spices Market By Type (Basil, Garlic, Ginger, Turmeric, Cumin, Cinnamon, Pepper, Clove, Cardamom...*

## 5.1. Market Size & Forecast

### 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Type Market Share Analysis (Basil, Garlic, Ginger, Turmeric, Cumin, Cinnamon, Pepper, Clove, Cardamom, Others)

5.2.2. By Form Market Share Analysis (Whole, Powdered, Seeds, Minced, Others)

5.2.3. By Sales Channel Market Share Analysis (Hypermarket/Supermarket, Grocery Store/Convenience Store, Online and Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North Market Share Analysis

5.2.4.2. South Market Share Analysis

5.2.4.3. East Market Share Analysis

5.2.4.4. West Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2023)

## 5.3. India Organic Spices Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Form Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

## 6. INDIA BASIL MARKET OUTLOOK

### 6.1. Market Size & Forecast

#### 6.1.1. By Value

### 6.2. Market Share & Forecast

6.2.1. By Form Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

## 7. INDIA GARLIC MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

7.2.1. By Form Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

## 8. INDIA GINGER MARKET OUTLOOK

## 8.1. Market Size & Forecast

### 8.1.1. By Value

## 8.2. Market Share & Forecast

### 8.2.1. By Form Market Share Analysis

### 8.2.2. By Sales Channel Market Share Analysis

## 9. INDIA TURMERIC MARKET OUTLOOK

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Form Market Share Analysis

#### 9.2.2. By Sales Channel Market Share Analysis

## 10. INDIA CUMIN MARKET OUTLOOK

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Form Market Share Analysis

#### 10.2.2. By Sales Channel Market Share Analysis

## 11. INDIA CINNAMON MARKET OUTLOOK

### 11.1. Market Size & Forecast

#### 11.1.1. By Value

### 11.2. Market Share & Forecast

#### 11.2.1. By Form Market Share Analysis

#### 11.2.2. By Sales Channel Market Share Analysis

## 12. INDIA PEPPER MARKET OUTLOOK

### 12.1. Market Size & Forecast

#### 12.1.1. By Value

### 12.2. Market Share & Forecast

#### 12.2.1. By Form Market Share Analysis

#### 12.2.2. By Sales Channel Market Share Analysis

## 13. INDIA CLOVE MARKET OUTLOOK

### 13.1. Market Size & Forecast

#### 13.1.1. By Value

### 13.2. Market Share & Forecast

#### 13.2.1. By Form Market Share Analysis

#### 13.2.2. By Sales Channel Market Share Analysis

## 14. INDIA CARDAMOM MARKET OUTLOOK

### 14.1. Market Size & Forecast

#### 14.1.1. By Value

### 14.2. Market Share & Forecast

#### 14.2.1. By Form Market Share Analysis

#### 14.2.2. By Sales Channel Market Share Analysis

## 15. INDIA OTHERS MARKET OUTLOOK

### 15.1. Market Size & Forecast

#### 15.1.1. By Value

### 15.2. Market Share & Forecast

#### 15.2.1. By Form Market Share Analysis

#### 15.2.2. By Sales Channel Market Share Analysis

## 16. MARKET DYNAMICS

### 16.1. Drivers

### 16.2. Challenges

## 17. IMPACT OF COVID-19 ON INDIA ORGANIC SPICES MARKET

### 17.1. Impact Assessment Model

#### 17.1.1. Key Segments Impacted

#### 17.1.2. Key Regions Impacted

#### 17.1.3. Key Countries Impacted

## 18. MARKET TRENDS & DEVELOPMENTS

## 19. PORTER'S FIVE FORCES MODEL

- 19.1. Competitive Rivalry
- 19.2. Bargaining Power of Buyers
- 19.3. Bargaining Power of Suppliers
- 19.4. Threat of New Entrants
- 19.5. Threat of Substitutes

## **20. SWOT ANALYSIS**

- 20.1. Strengths
- 20.2. Weaknesses
- 20.3. Opportunities
- 20.4. Threats

## **21. POLICY AND REGULATORY LANDSCAPE**

## **22. INDIA ECONOMIC PROFILE**

## **23. COMPANY PROFILES**

- 23.1.1. Geo Fresh Organic
  - 23.1.1.1. Company Details
  - 23.1.1.2. Product & Services
  - 23.1.1.3. Financials (As Per Availability)
  - 23.1.1.4. Key market Focus & Geographical Presence
  - 23.1.1.5. Recent Developments
  - 23.1.1.6. Key Management Personnel
- 23.1.2. Carmel Organics
  - 23.1.2.1. Company Details
  - 23.1.2.2. Product & Services
  - 23.1.2.3. Financials (As Per Availability)
  - 23.1.2.4. Key market Focus & Geographical Presence
  - 23.1.2.5. Recent Developments
  - 23.1.2.6. Key Management Personnel
- 23.1.3. Live Organics
  - 23.1.3.1. Company Details
  - 23.1.3.2. Product & Services

- 23.1.3.3. Financials (As Per Availability)
- 23.1.3.4. Key market Focus & Geographical Presence
- 23.1.3.5. Recent Developments
- 23.1.3.6. Key Management Personnel
- 23.1.4. PDS Organic Spices
  - 23.1.4.1. Company Details
  - 23.1.4.2. Product & Services
  - 23.1.4.3. Financials (As Per Availability)
  - 23.1.4.4. Key market Focus & Geographical Presence
  - 23.1.4.5. Recent Developments
  - 23.1.4.6. Key Management Personnel
- 23.1.5. Pro Nature Organic Foods Pvt Ltd
  - 23.1.5.1. Company Details
  - 23.1.5.2. Product & Services
  - 23.1.5.3. Financials (As Per Availability)
  - 23.1.5.4. Key market Focus & Geographical Presence
  - 23.1.5.5. Recent Developments
  - 23.1.5.6. Key Management Personnel
- 23.1.6. McCormick India
  - 23.1.6.1. Company Details
  - 23.1.6.2. Product & Services
  - 23.1.6.3. Financials (As Per Availability)
  - 23.1.6.4. Key market Focus & Geographical Presence
  - 23.1.6.5. Recent Developments
  - 23.1.6.6. Key Management Personnel
- 23.1.7. Earthen Delight Agro Products Pvt. Ltd.
  - 23.1.7.1. Company Details
  - 23.1.7.2. Product & Services
  - 23.1.7.3. Financials (As Per Availability)
  - 23.1.7.4. Key market Focus & Geographical Presence
  - 23.1.7.5. Recent Developments
  - 23.1.7.6. Key Management Personnel
- 23.1.8. Simply Organic
  - 23.1.8.1. Company Details
  - 23.1.8.2. Product & Services
  - 23.1.8.3. Financials (As Per Availability)
  - 23.1.8.4. Key market Focus & Geographical Presence
  - 23.1.8.5. Recent Developments
  - 23.1.8.6. Key Management Personnel

- 23.1.9. West India Spices Inc.
  - 23.1.9.1. Company Details
  - 23.1.9.2. Product & Services
  - 23.1.9.3. Financials (As Per Availability)
  - 23.1.9.4. Key market Focus & Geographical Presence
  - 23.1.9.5. Recent Developments
  - 23.1.9.6. Key Management Personnel
- 23.1.10. Starwest Botanicals
  - 23.1.10.1. Company Details
  - 23.1.10.2. Product & Services
  - 23.1.10.3. Financials (As Per Availability)
  - 23.1.10.4. Key market Focus & Geographical Presence
  - 23.1.10.5. Recent Developments
  - 23.1.10.6. Key Management Personnel

## **24. STRATEGIC RECOMMENDATIONS**

- 24.1. Key Focus Areas
- 24.2. Target Type
- 24.3. Target Form

## **25. ABOUT US & DISCLAIMER**

## I would like to order

Product name: India Organic Spices Market By Type (Basil, Garlic, Ginger, Turmeric, Cumin, Cinnamon, Pepper, Clove, Cardamom, Others), By Form (Whole, Powdered, Seeds, Minced, Others), By Sales Channel (Hypermarket/Supermarket, Grocery Store/Convenience Store, Online and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F

Product link: <https://marketpublishers.com/r/IF61416F407DEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IF61416F407DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>



To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970