

Europe Dried Herbs Market Forecast to 2030 - Regional Analysis by Type (Marjoram, Basil, Cilantro/Coriander, Parsley, Thyme, Oregano, Bay Leaves, Dill, Spearmint, Peppermint, Chamomile, Hibiscus, and Others)

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Abstracts

The Europe dried herbs market size is expected to grow from US\$ 628.90 million in 2022 to US\$ 894.02 million by 2030; it is expected to register a CAGR of 4.5% from 2022 to 2030.

Europe is one of the major importers of dried herbs. The majority of the herbs imported in Europe are from developing countries such as India, Indonesia, Brazil, and Vietnam. The cultivation of herbs is a complex, challenging, and labor-intensive process. Each herb requires different climatic conditions, soil types, water requirements, and harvest time. For instance, basil requires rich and moist soil, full sunlight, and 70 to 75 days of harvest time. On the other hand, cilantro requires loamy sand, full to partial sunlight, and 21 to 28 days of harvest time. The cultivation of herbs requires constant monitoring and supervision as these plants are delicate, and extreme climatic conditions can destroy the yield. The demand for dried herbs is increasing at a rapid pace in Europe due to rising interest in home cooking coupled with increasing health and wellness concerns. In the recent years, online retail platforms such as Amazon.com, Tesco, ASDA, and Sainsbury's have reported high customer footfall as these websites stock a wide variety of dried herbs brands at affordable prices. Customers also get home delivery of dried herbs after buying the products from online shopping platforms, which increases customer satisfaction. The rising sales of dried herbs through online shopping platforms is driving the Europe dried herbs market growth.

Over the past few years, sustainability has become one of the important aspects of the

Europe food industry. Consumers increasingly seek products that reflect ethical treatment and fair compensation for the farmers and workers. Moreover, they are looking for products with a low environmental impact. Consumers also focus on biodegradable or recyclable packaging, low carbon emissions throughout the process, and raw material procurement from local farmers.

The manufacturers of herbs and spices in the European Union need Organic, Fairtrade, and Rainforest Alliance certifications to market their products as sustainable. According to the European Commission, in 2022, there were more than 500 Fairtrade-certified herbs and spices companies in Europe. In November 2021, Schwartz, the McCormick and Company Inc brand, moved to fully recyclable packaging for herbs and spices to reduce plastic usage by almost two-thirds while saving on carbon emissions. Such initiatives are expected to provide strong growth potential to the manufacturers of dried herbs in Europe during the forecast period. Thus, the increasing popularity of sustainably sourced herbs and spices is expected to provide strong potential for the Europe dried herbs market over the forecast period.

France is one of the major markets for dried herbs in Europe due to increasing trend of home cooking and adoption of ethnic cuisines. France majorly imports herbs and spices from countries such as India, Sri Lanka, Vietnam, Indonesia, Brazil, and China. According to the Sri Lanka Export Development Board, France is among the major importers of bay leaf, basil, ginger, and thyme. The dried herbs market in France has grown considerably in recent years owing to the increasing popularity of herbs as healthy ingredients in home cooking. People in the country are also becoming health conscious and prefer ingredients that provide health benefits without compromising taste. Thus, the rising preference for dried herbs for home cooking is driving its demand in the region, thereby driving the Europe dried herbs market.

Koninklijke Euroma BV, Sonnentor Krauterhandels GmbH, McCormick & Co Inc, Kotanyi GmbH, Verstegen Spices & Sauces UK Ltd, Steenbergs Ltd, Shender Group Ltd, Country Products Ltd, Tongmaster Seasonings Ltd, and Forest Whole Foods Ltd are the key players operating in the Europe dried herbs market. These market players are focusing on providing high-quality, innovative products to fulfill customers' demands and increase their Europe dried herbs market share. They are also investing in research & development and quality analysis to meet the regulations pertaining to the sales of dried herbs in Europe. For instance, according to the EU's Maximum Residue Levels (MRLs) of pesticides regulation, products containing more pesticide residues than permitted are discarded from the European market. Thus, for meeting this regulation, manufacturers follow stringent agricultural practices. Such attempts are expected to

boost the Europe dried herbs market growth over the forecast period.

The overall Europe dried herbs market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the Europe dried herbs market.

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