

# **US Spices and Herbs Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Bay Leaves, Basil, Pepper, Chilies, Cumin, Coriander, Garlic, Nutmeg, Turmeric, Fennel Seeds, Cinnamon, and Others), Category (Conventional and Organic), Form (Whole, Powder/Ground, and Flakes), End Use (Food Processing, Food Retail, and Food Service), and Region (Northeast, Southwest, West, Southeast, and Midwest)**

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## **Abstracts**

The US spices and herbs market size was valued at US\$ 2.46 billion in 2023 and is projected to reach US\$ 3.59 billion by 2031; it is expected to register a CAGR of 4.8% from 2023 to 2031.

Spices and herbs have been in use for centuries for both culinary and medicinal purposes. Spices not only enhance the flavor, aroma, and color of food and beverages, but they can also protect from acute and chronic diseases. Herbs and spices consist of various parts of plants cultivated for their aromatic, pungent, or otherwise desirable substances, including rhizomes, bulbs, barks, flower buds, stigmas, fruits, seeds, and leaves. Technically, herbs come from aromatic plants grown in the temperate zone, while spices are products of tropical plants. Both are used to flavor food and are rich in phytochemicals, which are healthful plant chemicals. Spices and herbs possess antioxidant, anti-inflammatory, antitumorigenic, anticarcinogenic, and glucose- and cholesterol-lowering activities, as well as properties that affect cognition and mood.

They are also excellent sources of antioxidants with their high content. Additionally, herbs and spices have been widely valued for centuries for their healing properties and their flavor, and modern research has found evidence for numerous health benefits. Furthermore, the use of certain spices and herbs alone, or in blends, can replace or reduce salt and sugar in foods, contributing to their increased demand.

Spices and herbs are used in food seasoning to unveil tempting aromas and enhance the taste and flavor of food products. They can be used as alternatives for less desirable taste promoters such as sugar, salt, and fat. Saffron is a major spice used as a flavoring and coloring agent in various food items and beverages such as ready-to-eat meals, soups, sauces, dressings, functional beverages, and baked goods. Spices and herbs such as pepper, chillies, bay leaves, basil, and oregano are also used in various food types such as packaged salads, frozen pizza, ready-to-eat meals and others. Also, buchu is also used commercially in the US to make tea or brewed in brandy. In recent years, spices and herbs have gained importance as potential sources of natural food preservatives due to the growing interest in natural preservatives, which have been better alternatives to chemical additives in the food processing industry. They help in delaying the natural process of spoilage by decreasing or eliminating foodborne pathogens, thus increasing the shelf life of the end product. Garlic, celery seeds, tarragon, dill, cinnamon, turmeric, and cumin have compounds functioning as preservatives

McCormick & Co Inc, Badia Spices, Inc., B&G Foods Inc, Goya Foods Inc, Sauer Brands, Pacific Spice Company, Inc., US Spice Mills, Inc., Great American Spice Company, Baron Spices & Seasonings, and Harris Spice are the key players operating in the US spices and herbs market. These market players are focusing on providing high-quality, innovative products to fulfill customers' demands and increase their US spices and herbs market share.

The overall US spices and 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 US spices and herbs market.

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### 1. INTRODUCTION

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