

# Botanicals Market Size, Trends, Analysis, and Outlook By Source (Herbs, Spices, Flowers, Others), By Application (Food and Beverage , Dietary Supplements, Animal Feed, Others), by Region, Country, Segment, and Companies, 2024-2030

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## Abstracts

The global Botanicals market size is poised to register 6.9% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Botanicals market across By Source (Herbs, Spices, Flowers, Others), By Application (Food and Beverage , Dietary Supplements, Animal Feed, Others).

The botanicals market is witnessing steady growth due to increasing consumer demand for natural and plant-based health and wellness products, rising awareness of botanical ingredients, and growing interest in traditional medicine practices. Botanicals, also known as herbal medicines or plant-derived supplements, encompass a diverse range of plant extracts, botanical powders, and herbal formulations used for therapeutic and nutritional purposes, such as dietary supplements, herbal teas, and botanical skincare products. With a focus on holistic healthcare and preventive medicine, consumers, healthcare practitioners, and dietary supplement manufacturers are embracing botanicals for their potential health benefits, including immune support, stress relief, and anti-inflammatory properties, driving innovation and market expansion in the botanicals industry.

## Botanicals Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Botanicals market research analyses the global

market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Botanicals survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Botanicals industry.

### Key market trends defining the global Botanicals demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Botanicals Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Botanicals industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Botanicals companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Botanicals industry

Leading Botanicals companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Botanicals companies.

### Botanicals Market Study- Strategic Analysis Review

The Botanicals market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Botanicals Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Botanicals industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Botanicals Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

## North America Botanicals Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Botanicals market segments. Similarly, Strong end-user demand is encouraging Canadian Botanicals companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Botanicals market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Botanicals Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Botanicals industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Botanicals market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Botanicals Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Botanicals in Asia Pacific. In particular, China, India, and South East Asian Botanicals markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Botanicals Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Botanicals Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Botanicals market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Botanicals.

### Botanicals Market Company Profiles

The global Botanicals market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Archer-Daniels-Midland Company, Bell Flavors & Fragrances, Blue Sky Botanicals, Blue Sky Botanicals Ltd, Firmenich SA, Givaudan S.A., International Flavors & Fragrances Inc, Martin Bauer Group, Ransom Naturals Ltd, Synergy Flavors Inc

### Recent Botanicals Market Developments

The global Botanicals market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

### Botanicals Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Source

Herbs

Spices

Flowers

Others

By Application

Food and Beverage

-Bakery and Confectionery

-Sauces and Dressings

-Functional Beverages

-Others

Dietary Supplements

Animal Feed

Others

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Archer-Daniels-Midland Company

Bell Flavors & Fragrances

Blue Sky Botanics

Blue Sky Botanics Ltd

Firmenich SA

Givaudan S.A.

International Flavors & Fragrances Inc

Martin Bauer Group

Ransom Naturals Ltd

Synergy Flavors Inc

Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Botanicals Market Overview and Key Findings, 2024
- 1.2 Botanicals Market Size and Growth Outlook, 2021- 2030
- 1.3 Botanicals Market Growth Opportunities to 2030
- 1.4 Key Botanicals Market Trends and Challenges
  - 1.4.1 Botanicals Market Drivers and Trends
  - 1.4.2 Botanicals Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Botanicals Companies

### 2. BOTANICALS MARKET SIZE OUTLOOK TO 2030

- 2.1 Botanicals Market Size Outlook, USD Million, 2021- 2030
- 2.2 Botanicals Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. BOTANICALS MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. BOTANICALS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Source
    - Herbs
    - Spices
    - Flowers
    - Others



## By Application

### Food and Beverage

-Bakery and Confectionery

-Sauces and Dressings

-Functional Beverages

-Others

### Dietary Supplements

### Animal Feed

### Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Botanicals Market, 2025

5.2 Asia Pacific Botanicals Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Botanicals Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Botanicals Market, 2025

5.5 Europe Botanicals Market Size Outlook by Type, 2021- 2030

5.6 Europe Botanicals Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Botanicals Market, 2025

5.8 North America Botanicals Market Size Outlook by Type, 2021- 2030

5.9 North America Botanicals Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Botanicals Market, 2025

5.11 South America Pacific Botanicals Market Size Outlook by Type, 2021- 2030

5.12 South America Botanicals Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Botanicals Market, 2025

5.14 Middle East Africa Botanicals Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Botanicals Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Botanicals Market Size Outlook and Revenue Growth Forecasts

6.2 US Botanicals Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Botanicals Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Botanicals Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

- 6.8 Germany Botanicals Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Botanicals Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Botanicals Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Botanicals Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Botanicals Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Botanicals Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Botanicals Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Botanicals Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Botanicals Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Botanicals Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Botanicals Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Botanicals Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Botanicals Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Botanicals Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Botanicals Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Botanicals Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Botanicals Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Botanicals Industry Drivers and Opportunities

## **7. BOTANICALS MARKET OUTLOOK ACROSS SCENARIOS**

### 7.1 Low Growth Case

7.2 Reference Growth Case

7.3 High Growth Case

## **8. BOTANICALS COMPANY PROFILES**

8.1 Profiles of Leading Botanicals Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

Archer-Daniels-Midland Company

Bell Flavors & Fragrances

Blue Sky Botanicals

Blue Sky Botanicals Ltd

Firmenich SA

Givaudan S.A.

International Flavors & Fragrances Inc

Martin Bauer Group

Ransom Naturals Ltd

Synergy Flavors Inc

## **9. APPENDIX**

9.1 Scope of the Report

9.2 Research Methodology and Data Sources

9.3 Glossary of Terms

9.4 Market Definitions

9.5 Contact Information

## I would like to order

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