

Herbs and Spices Market Size, Share, and Outlook, 2025 Report- By Type (Herbs, Spices), Application (Food and Seasoning, Beverages, Cosmetics, Pharmaceuticals), Category (Processed, Natural), Distribution Channel (Supermarkets and Hypermarkets, Brand Stores, Independent Retailers, Franchise Stores, Online), and Companies, 2021-2032

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Abstracts

Herbs and Spices Market Outlook

The global Herbs and Spices market is expected to register a growth rate of 3.6% during the forecast period from \$245.1 Billion in 2024 to \$325.3 Billion in 2032. The Herbs and Spices market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Herbs and Spices segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Herbs, Spices), Application (Food and Seasoning, Beverages, Cosmetics, Pharmaceuticals), Category (Processed, Natural), Distribution Channel (Supermarkets and Hypermarkets, Brand Stores, Independent Retailers, Franchise Stores, Online). Over 70 tables and charts showcase findings from our latest survey report on Herbs and Spices markets.

Herbs and Spices Market Insights, 2025

The herbs and spices market is being driven by the intersection of culinary exploration and a growing focus on natural immunity boosters. As global cuisine becomes more

accessible, consumers are incorporating diverse flavors such as turmeric, cumin, oregano, ginger, and chili into everyday cooking. Simultaneously, the perceived health benefits of spices—like anti-inflammatory and antimicrobial properties—have led to their increased use in both food and wellness supplements. Spices such as cinnamon, garlic, and black pepper are being marketed not just for taste but for their functional properties. Premiumization trends and traceability in sourcing are also gaining importance, with brands emphasizing origin (e.g., single-origin turmeric from India) and processing methods. This dual role of herbs and spices as flavor enhancers and health boosters continues to expand their household footprint.

Five Trends that will define global Herbs and Spices market in 2025 and Beyond

A closer look at the multi-million global market for Herbs and Spices identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Herbs and Spices companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Herbs and Spices industry?

The Herbs and Spices sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Herbs and Spices Market Segment Insights

The Herbs and Spices industry presents strong offers across categories. The analytical report offers forecasts of Herbs and Spices industry performance across segments and countries. Key segments in the industry include By Type (Herbs, Spices), Application (Food and Seasoning, Beverages, Cosmetics, Pharmaceuticals), Category (Processed, Natural), Distribution Channel (Supermarkets and Hypermarkets, Brand Stores, Independent Retailers, Franchise Stores, Online). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Herbs and Spices market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Herbs and Spices industry ecosystem. It assists decision-makers in evaluating global Herbs and Spices market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Herbs and Spices industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Herbs and Spices Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Herbs and Spices Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Herbs and Spices with demand from both Western Europe and

Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Herbs and Spices market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Herbs and Spices market Insights Executives are most excited about opportunities for the US Herbs and Spices industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Herbs and Spices companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Herbs and Spices market.

Latin American Herbs and Spices market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Herbs and Spices Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Herbs and Spices markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Herbs and Spices markets including

the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive LandscapeHow Herbs and Spices companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Olam International Limited, Kerry Group plc, Ajinomoto Co., Inc., Firmenich International SA, Takasago International Corporation, Archer Daniels Midland Company, Sensient Technologies Corporation, Kalsec Inc., McCormick and Company, Incorporated, Symrise AG, Frutarom, now part of International Flavors and Fragrances (IFF), Synthite Industries Ltd, Husarich GmbH, G. C. Products Pvt. Ltd., Plantrich Agri Tech Pvt Ltd, EHL Ingredients Limited.

Herbs and Spices Market Scope

Leading Segments

By Type

Herbs

Spices

By Application

Food and Seasoning

Beverages

Cosmetics

Pharmaceuticals

By Category

Processed

Natural

By Distribution Channel

Supermarkets and Hypermarkets

Brand Stores

Independent Retailers

Franchise Stores

Online

Leading Companies

Olam International Limited

Kerry Group plc

Ajinomoto Co., Inc.

Firmenich International SA

Takasago International Corporation

Archer Daniels Midland Company

Sensient Technologies Corporation

Kalsec Inc.

McCormick and Company, Incorporated

Symrise AG

Frutarom, now part of International Flavors and Fragrances (IFF)

Synthite Industries Ltd

Husarich GmbH

G. C. Products Pvt. Ltd.

Plantrich Agri Tech Pvt Ltd

EHL Ingredients Limited

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities

based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Herbs

Spices

By Application

Food and Seasoning

Beverages

Cosmetics

Pharmaceuticals

By Category

Processed

Natural

By Distribution Channel

Supermarkets and Hypermarkets

Brand Stores

Independent Retailers

Franchise Stores

Online

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 - Takasago International Corporation
 - Archer Daniels Midland Company

Sensient Technologies Corporation

Kalsec Inc.

McCormick and Company, Incorporated

Symrise AG

Frutarom, now part of International Flavors and Fragrances (IFF)

Synthite Industries Ltd

Husarich GmbH

G. C. Products Pvt. Ltd.

Plantrich Agri Tech Pvt Ltd

EHL Ingredients Limited

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