

# Horehound Market | Current Scenario with Future Aspect Analysis to 2031

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NEW JERSEY, SATTE NJ, USA, March 9, 2023 /EINPresswire.com/ -- InsightAce Analytic Pvt. Ltd. announces the release of a market assessment report on the "Global [Horehound Market](#) Size, Share & Trends Analysis Report by Nature (Organic And Conventional), Form (Liquid, Powder And Oil) And Application (Food Flavoring Agent And Pharmaceuticals & Drugs)- Market Outlook And Industry Analysis 2031"



Horehound is a perennial, fragrant herb native to Europe and Asia that has spread naturally to other countries, including the United States. The plant is popularly used to treat bronchitis, cough, motion sickness, and digestive issues, among other conditions. It is well known for its medicinal properties. Horehound has a long history of use in folk medicine, where the plant's leaves and flower tips are made into a bitter tonic used to treat colds. Due to its expectorant qualities, horehound is excellent for cough syrups, cold remedies, and cough

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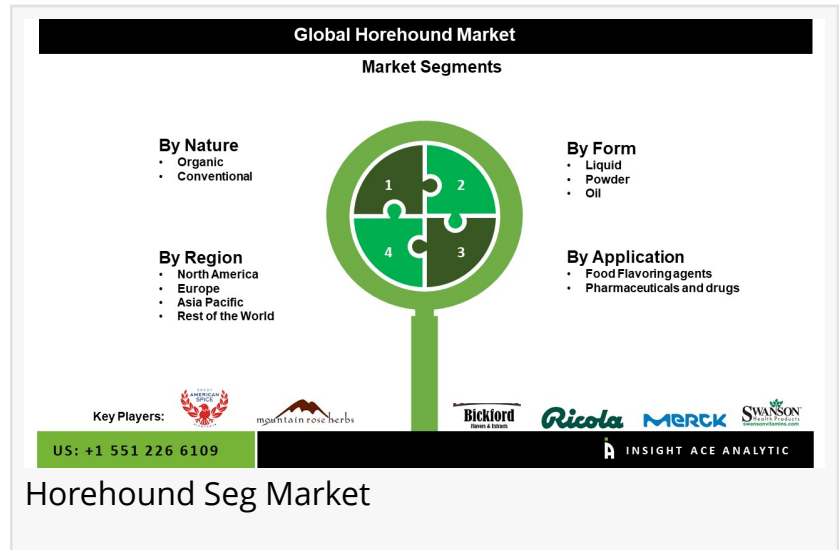
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lozenges. Due to its strong flavor and taste, it is used as a flavoring agent in candies and beverages.

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Natural products are in higher demand due to customers' growing health consciousness because they have no negative health impacts, in contrast to synthetic products, which may have various side effects. The global horehound industry is expanding due to rising consumer interest

in herbal and organic supplements and substantial advancements in the nutraceutical sector. The herb improves digestive issues, increases appetite, and treats cough and bronchitis. The rising incidence of obesity, digestive issues, and other ailments linked to the lifestyle around the world provide additional support for this.



List of Prominent Players in the Horehound Market:

- The Great American Spice Co.
- Bickford Flavors
- Mountain Rose Herbs
- Monterey Bay Spice Company Inc.
- Merck KgaA
- Ricola AG
- Herb Pharm
- Mudbrick Herb Cottage
- Nutraceutical International
- Swanson Health Products

Market Dynamics:

Drivers-

Horehound has medicinal and preventative characteristics, which will likely lead to growth in the market during the coming year. Since herbs and natural goods have no negative effects on health and can address medical issues, customers in developed countries are more likely to choose them. The market for horehound herbs is experiencing an increase in demand due to the expanding usage of the herb in treating bronchitis and cough. Horehound is a common ingredient when making syrups and lozenges to treat a cough and blocked nasal passage. Additionally, the herb horehound is finding new markets because of its application as a flavor in the food and beverage industries.

Challenges:

Although studies support the health advantages of horehound, the absence of clinical or scientific data to back up these claims continues to be a major worry among manufacturers of horehound supplements. Although horehound use in traditional herbal medicines has several side effects, including nausea, headaches, and skin allergies, consumer preference, acceptance, and trust in botanical health continue to be high. These effects may have a negative effect on the

horehound market's expansion.

#### Regional Trends:

The Asia Pacific horehound market is expected to register a major market share in revenue and is projected to grow at a high CAGR shortly due to the expanding pharmaceutical industry in the area. India and China are the two most important global geographical regions in the pharmaceutical industry. Additionally, it is projected that demand for horehound would rise as a result of Ayurveda's expanding popularity in India and global influence. Besides, the North American region had a substantial share in the market. The increased incidence of lifestyle-related diseases like obesity, digestive disorders, and others in this region supports this. Horehound's market is also growing as it is used increasingly frequently as a flavoring ingredient in the food and beverage sector. Throughout the projected period, improvements in the food and beverage industry and expanding R&D activity in the horehound industry are likely to propel market expansion in this region.

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#### Recent Developments:

- In November 2018, a major player in the horehound supplement industry, Swanson Health Products, expanded its presence in the largest retail market in the world by launching a Chinese website. The website was created by the Shenzhen-based cross-border e-commerce group Azoya.
- In August 2018, Mountain Rose Herbs started the "Mountain Rose Herbs Giving Project," a brand-new initiative wholly supported by MRH that aims to provide three \$4000 grants to individuals or groups needing extra help with their projects focused on plants or conservation.

#### Segmentation of Horehound Market-

##### By Nature

- Organic
- Conventional

##### By Form

- Liquid
- Powder
- Oil

##### By Application

- Food Flavoring agent
- Pharmaceuticals and Drugs

By Region-

North America-

- The US
- Canada
- Mexico

Europe-

- Germany
- The UK
- France
- Italy
- Spain
- Rest of Europe

Asia-Pacific-

- China
- Japan
- India
- South Korea
- South East Asia
- Rest of Asia Pacific

Latin America-

- Brazil
- Argentina
- Rest of Latin America

Middle East & Africa-

- GCC Countries
- South Africa
- Rest of Middle East and Africa

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