

# Botanicals Market worth \$76.05 billion by 2030, growing at a CAGR of 7.25% - Exclusive Report by 360iResearch

*The Global Botanicals Market to grow from USD 43.43 billion in 2022 to USD 76.05 billion by 2030, at a CAGR of 7.25%.*

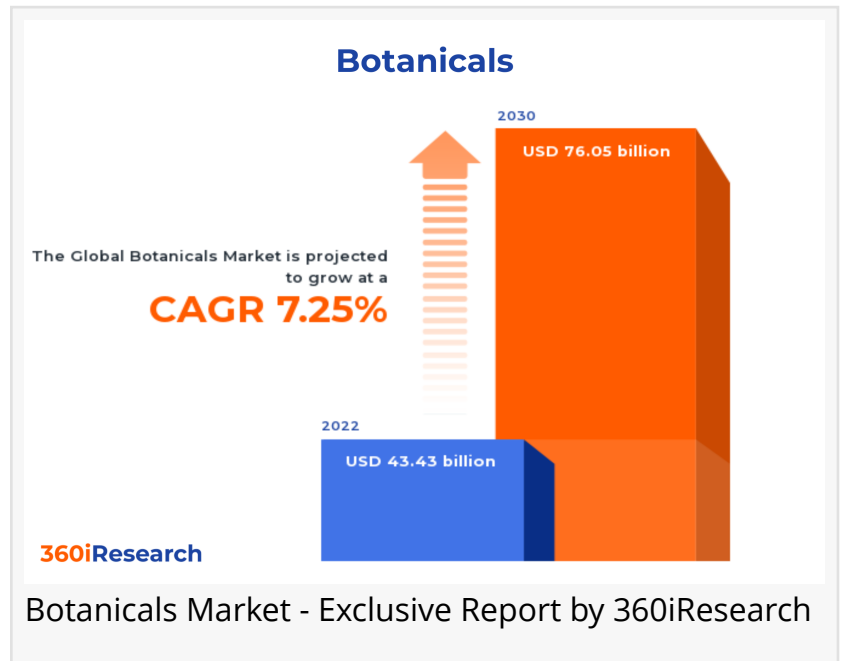
PUNE, MAHARASHTRA, INDIA,  
November 8, 2023 /EINPresswire.com/  
-- The "[Botanicals Market](#) by Source (Bark, Flowers, Leaves), Extracted Form (Liquid, Powder), Application, Distribution Channel - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global Botanicals Market to grow from USD 43.43 billion in 2022 to USD 76.05 billion by 2030, at a CAGR of 7.25%.

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A botanical is a plant or part of a plant that is used worldwide due to its therapeutic properties, flavor, and scent. Botanicals contain a wide range of bioactive compounds, including phytochemicals, essential oils, antioxidants, vitamins, and minerals. These compounds can contribute to therapeutic and health-promoting properties when consumed by individuals. Botanicals are commonly used in traditional medicine, dietary supplements, skincare and cosmetic products, aromatherapy, and culinary applications. Increasing health consciousness among people has boosted the demand for natural therapeutics derived from plants. The growing popularity of herbal supplements and nutraceuticals is expanding the use of botanicals to support specific health needs. However, product adulteration and mislabeling of products may adversely impact the adoption of botanicals. Additionally, ongoing research to expand the applications of botanicals is expected to encourage the use of botanicals across end-use sectors



worldwide.

Source: Increasing consumer consciousness about botanical sources

Bark is a valuable source of tannins and flavonoids, harnessed in botanical remedies for their medicinal properties. The demand for bark-based botanicals has surged due to their use in traditional medicine and supplements. Flowers are known for their aromatic compounds and therapeutic benefits and are used in cosmetic products such as perfumes, soaps, and lotions. The utility of leaves extends across various industries such as food & beverages, pharmaceuticals, nutraceuticals, and cosmetics containing essential oils with potent biological activities such as antioxidant properties. Roots are a rich source of secondary metabolites, such as alkaloids and glycosides, which have diverse applications in herbal medicine. Seeds & twigs based botanicals offer many benefits for human health, owing to their rich nutrient content, including vitamins, minerals, and proteins.

Application: Diverse applications of botanicals across end-user industries

Aromatherapy preferred therapeutic use of plant-derived essential oils that promote physical and psychological well-being. Consumers increasingly prefer natural remedies for stress relief and relaxation, boosting the demand for aromatherapy products. Cosmeceuticals are infused with bioactive ingredients that provide medicinal or therapeutic benefits to the skin. The flavorings and fragrances industry incorporates botanical extracts to enrich the taste or aroma of consumer goods, including food, beverages, cosmetics, and household products. Functional food and beverages contain nutritional ingredients that provide health benefits beyond essential nutrition. Additionally, nutraceuticals are derived from food sources with extra health benefits beyond nutritional value and comprise vitamins, minerals, herbs, or other botanicals in pill or capsule form. The pharmaceutical industry employs various botanical extracts as active ingredients in prescription drugs for their therapeutic properties.

Extracted Form: Significance of forms of botanicals

Liquid botanicals are concentrated plant extracts from herbs, fruits, flowers, and other plant materials. Liquid botanicals are highly demanded in industries such as cosmetics, pharmaceuticals, and food & beverages due to their natural properties and health benefits. Powdered botanicals comprise dehydrated or freeze-dried plant materials ground into fine powders and used across different sectors, such as dietary supplements, personal care products, and pharmaceutical formulations.

Distribution Channel: channels catering to different needs and preferences of customers,

The B2B distribution channel primarily caters to manufacturers, suppliers, wholesalers, and retailers who collectively form the botanical supply chain, ensuring product quality and consistent supply while maintaining cost-efficiency. The B2C distribution channel directly addresses end consumers' needs by offering botanical products through offline stores or platforms such as e-commerce websites or mobile applications. Customer preferences in B2C distribution channels include convenience, accessibility, affordability, variety of choices, and reliable product usage and benefits information.

### Regional Insights:

The Americas region has experienced significant growth in the botanicals market owing to the increasing consumer preference for plant-based ingredients and growing awareness about the potential health benefits associated with botanicals. Stringent regulatory policies by the government related to synthetic additives in food products have prompted food manufacturers in the Americas to adopt natural alternatives such as botanical extracts. The botanicals market is highly developing in the Asia-Pacific region due to the emphasis on the production of traditional medicines and remedies and the increasing availability of various botanical sources in the region. The government in the APAC region has implemented various initiatives to promote sustainable cultivation and processing of herbs through Good Agricultural Practices (GAP) and Good Manufacturing Practices (GMP). The EMEA region represents a growing botanicals market due to the increasing applications of botanicals in pharmaceuticals, nutraceuticals, cosmetics, and food & beverages sectors. Additionally, the ongoing investments and funding to increase research and development of botanical products are expected to expand the applications of bottles across the end-use sectors across the globe.

### FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Botanicals Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

### Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Botanicals Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

### Key Company Profiles:

The report delves into recent significant developments in the Botanicals Market, highlighting leading vendors and their innovative profiles. These include ABOCA S.p.A., Amanprana by Mannavita, Ambe Phytoextracts Pvt. Ltd., Amway Corporation, Archer-Daniels-Midland Company, Arla Foods Group, Ayana Bio, LLC, BASF SE, Beijing Gingko Group, Bell Flavors & Fragrances GmbH, Berje Inc., BIOFLORAL INC., Blue Sky Botanicals Ltd., Botanic Healthcare Group, Cargill, Incorporated, Dermapharm Holding SE, Dohler GmbH, Erba Vita Group S.p.A., fytobell.be, GNC Holdings, LLC, GROUPE LÉA NATURE, Himalaya Global Holdings Ltd., International Flavors &

Fragrances, Inc., Kalsec, Inc., Kerry Group plc, Koninklijke DSM N.V., Kuber Impex Ltd., L' Angelica Herbal Institute, L'Herbier du Diois, Ladrôme Laboratoire, LAPHT Phytofrance Laboratory, Leaven Essentials Pvt Ltd, Les Relais de Florame, Lipoid Kosmetik AG, MB-Holding GmbH & Co. KG, Natura Health Products, Naturex SA by Givaudan International SA, NOW Health Group, Inc., Nutra Green Biotechnology Co., Ltd., Ortis AG-SA-NV, P.T Indesso Aroma, Palais des Thés, Phytonorm, Pierre Fabre S.A., Prakruti Products Pvt. Ltd., Pranarôm International, Prinova Group LLC, PT. Haldin Pacific Semesta, Ransom Naturals Ltd., Rutland Biodynamics Ltd., Symrise AG, Synergy Flavors, Inc., Synthite Industries Ltd., Tate & Lyle PLC, The Herbarie at Stoney Hill Farm Inc., True Botanicals, Inc., Umalaxmi Organics Pvt. Ltd., and Volunteer Botanicals.

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### Market Segmentation & Coverage:

This research report categorizes the Botanicals Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Source, market is studied across Bark, Flowers, Leaves, Roots, Seeds, and Twigs. The Leaves commanded largest market share of 23.00% in 2022, followed by Flowers.

Based on Extracted Form, market is studied across Liquid and Powder. The Liquid commanded largest market share of 46.65% in 2022, followed by Powder.

Based on Application, market is studied across Aromatherapy & Essential Oils, Cosmeceuticals & Personal Care, Flavorings & Fragrances, Functional Foods & Beverages, Homeopathic Remedies, Nutraceuticals & Dietary Supplements, and Pharmaceuticals & Medicinal. The Functional Foods & Beverages is further studied across Energy Drinks, Functional Juices, Sauce & Dressing, and Sports Drinks. The Pharmaceuticals & Medicinal is further studied across Cardiovascular Health, Digestive Health, Immune Support, Stress Management and Relaxation, and Weight Management. The Nutraceuticals & Dietary Supplements commanded largest market share of 25.45% in 2022, followed by Functional Foods & Beverages.

Based on Distribution Channel, market is studied across Business-to-Business and Business-to-Consumer. The Business-to-Consumer is further studied across Offline and Online. The Business-to-Consumer commanded largest market share of 64.34% in 2022, followed by Business-to-Business.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India,

Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 39.87% in 2022, followed by Americas.

#### Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Botanicals Market, by Source
7. Botanicals Market, by Extracted Form
8. Botanicals Market, by Application
9. Botanicals Market, by Distribution Channel
10. Americas Botanicals Market
11. Asia-Pacific Botanicals Market
12. Europe, Middle East & Africa Botanicals Market
13. Competitive Landscape
14. Competitive Portfolio
15. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Botanicals Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Botanicals Market?
3. What is the competitive strategic window for opportunities in the Botanicals Market?

4. What are the technology trends and regulatory frameworks in the Botanicals Market?
5. What is the market share of the leading vendors in the Botanicals Market?
6. What modes and strategic moves are considered suitable for entering the Botanicals Market?

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