

Organic Herbs and Spices Market: Driving Health-Conscious Consumer Choices with Natural Ingredients | Says EvolveBI

The Organic Herbs and Spices Market, valued at USD 37.41 billion in 2023, is expected to grow at a compound annual growth rate (CAGR) of 7.41% from 2023 to 2033

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/EINPresswire.com/ -- The [Organic Herbs and Spices Market](#) is a rapidly

growing segment of the global food industry that focuses on the cultivation, processing, distribution, and consumption of herbs and spices grown without the use of synthetic pesticides, chemical fertilizers, or genetically modified organisms (GMOs). These products are produced using organic farming practices, which

prioritize environmental sustainability, soil health, and the use of natural inputs to promote plant growth. The market for organic herbs and spices is expanding due to the increasing demand for healthier, more natural food ingredients. Consumers are becoming more health-conscious and are increasingly choosing organic products for their perceived health benefits, such as reduced exposure to harmful chemicals and higher nutritional value. As awareness about the harmful effects of synthetic pesticides and fertilizers grows, organic herbs and spices are viewed as a safer and more wholesome alternative. In culinary applications, organic herbs and spices are used to enhance the flavor and nutritional profile of meals. These products are also increasingly found in organic packaged foods and beverages, where they are used to create natural flavors and improve the overall quality of the products. The trend toward clean labels, where consumers seek products with simple, recognizable ingredients, is further driving the demand for organic herbs and spices. The growth of the organic herbs and spices market is also being supported by the increasing number of food manufacturers incorporating organic ingredients into their product lines to meet consumer demand. This shift is not limited to just local markets but is also gaining momentum in global trade, with countries in Europe, North America, and parts of Asia



playing a significant role in both the production and consumption of organic herbs and spices.

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Core Market Segments

"The Turmeric segment is expected to grow faster throughout the forecast period.

By Product Type, the market is divided into Ginger, Turmeric, Clove, and Others, with Turmeric holding the largest share. Turmeric's dominance in the organic spices market can be attributed to its widespread use in both culinary and medicinal applications. It is commonly known for its anti-inflammatory properties and is frequently used in natural treatments for conditions such as arthritis, digestive problems, and skin issues. Additionally, turmeric is supported by numerous scientific studies that validate its health benefits, which has led to increased consumer trust and demand. Its growing popularity is further fueled by the global trend towards natural health products. Moreover, turmeric is relatively easy to grow organically, making it a viable and attractive option for farmers looking to meet market demands for organic products."

"The Powder segment is expected to grow faster throughout the forecast period.

By Form, the market is further divided into Powder, Granular, and Others, with Powder being the dominant segment. The powder form of organic spices is favored for its convenience and versatility. Spices in powdered form are easier to measure, blend, and incorporate into recipes, making them more appealing to both home cooks and professional chefs. Additionally, grinding spices into powder increases the surface area exposed to air and moisture, which enhances the release of flavors and aromas, contributing to better taste and aroma in dishes. Powders also provide more even distribution in recipes compared to whole or coarsely ground spices, making them highly preferred in the culinary industry. This convenience, coupled with the enhanced flavor profile, has driven the dominance of the powder form in the organic spices market."

Market Dominators

ORGANIC SPICES LLC UAE, ORGANIC INDIA ME, OMEGA SPICES, SOVEREIGN INDUSTRIES LLC, AKAY GROUP LTD., VIDYA GROUP, MEVIVE INTERNATIONAL FOOD INGREDIENTS, DAULAT FARMS GROUP, BAYARA and SPICE STAR.

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Fueling Growth: The Essential Ingredients

Consumers are increasingly aware of the health benefits associated with organic products, including herbs and spices, which are cultivated without the use of synthetic pesticides and fertilizers. This awareness is fueling a shift toward organic herbs and spices as consumers seek healthier, natural alternatives in their diets. These products are recognized for their antioxidant, anti-inflammatory, and antimicrobial properties, which are believed to contribute to better overall health and wellness. As a result, organic herbs and spices are becoming key ingredients in the growing functional food and beverage market, which focuses on products that provide health

benefits beyond basic nutrition. Additionally, consumers are becoming more concerned about the environmental impact of conventional farming practices, prompting a growing demand for sustainably sourced products. Organic farming methods are gaining popularity due to their eco-friendly practices, which promote biodiversity, preserve soil health, and conserve water resources. These environmentally responsible farming techniques align with the values of sustainability-minded consumers and businesses, further driving the adoption of organic herbs and spices.

The future of Organic Herbs and Spices Market

The rise of online retail platforms has further boosted the accessibility of organic herbs and spices, allowing consumers to purchase products from distant producers with greater ease. This is particularly advantageous in reaching niche markets and providing consumers with a wider selection of organic herbs and spices than what might be available in traditional brick-and-mortar stores. Additionally, advances in packaging technologies have improved the shelf life and preservation of organic products, helping to maintain the freshness and potency of herbs and spices while reducing waste. There is also significant potential for innovation within the market. New product offerings such as organic spice blends, herbal teas, ready-to-use seasonings, and unique culinary products can cater to the evolving preferences of consumers who are looking for convenience as well as flavor. The increasing demand for dietary supplements presents another opportunity for integrating organic herbs and spices known for their health benefits into supplement formulations, targeting consumers interested in natural wellness solutions.

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North America to main its dominance in 2023

North America holds a dominant position in the Organic Herbs and Spices Market, driven by several key factors. The region has seen a surge in consumer awareness regarding health and wellness, with many individuals actively seeking organic food options that are free from synthetic pesticides, fertilizers, and genetically modified organisms (GMOs). This growing focus on healthy living has significantly contributed to the rising demand for organic herbs and spices in both culinary and medicinal applications. A notable driver in the North American market is the strong presence of organic food retailers, which cater to the increasing consumer demand for organic products. These retailers play a pivotal role in ensuring that organic herbs and spices are readily accessible to a broad consumer base. Moreover, the region benefits from robust certification standards, such as the USDA Organic certification, which provides consumers with confidence in the authenticity and quality of organic products. The growing preference for clean label products is another trend propelling the organic herbs and spices market. Consumers are increasingly avoiding foods with artificial additives or preservatives, opting instead for products with transparent ingredient lists. Organic herbs and spices, often associated with purity and natural sourcing, align with this clean-label movement. In addition to health-conscious trends, there is a significant push toward sustainable sourcing in North America. Many consumers are prioritizing environmentally friendly and ethically produced products. Organic herbs and spices, which are

cultivated without the use of harmful chemicals and often with sustainable farming practices, meet these expectations, further boosting their appeal.

Key Matrix for Latest Report Update

- Base Year: 2023
- Estimated Year: 2024
- CAGR: 2024 to 2034

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Evolve Business Intelligence is built on account of technology advancement providing highly accurate data through our in-house AI-modelled data analysis and forecast tool – EvolveBI. This tool tracks real-time data including, quarter performance, annual performance, and recent developments from fortune's global 2000 companies.

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