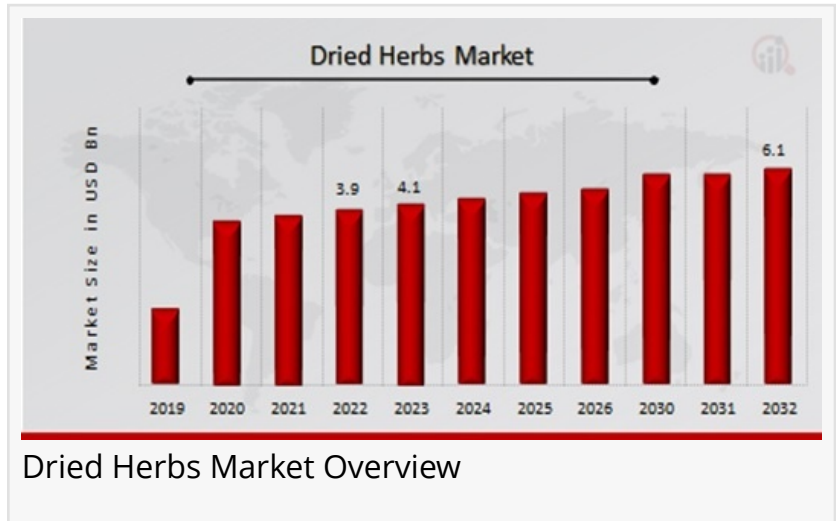


Dried herbs Market to Reach 6.1 USD Billion by 2032 with 5.20% CAGR Driven by Increasing Awareness of Culinary Diversity

Dried herbs Market segmentation, based on Product Type, includes Oregano, Rosemary and Sage, Savoury, Bay Leaves, and Others

NEW YORK, NY, UNITED STATES, March 11, 2025 /EINPresswire.com/ -- [Dried Herbs Market](#) was valued at USD 3.9 billion in 2023 and is expected to grow from USD 4.1 billion in 2024 to USD 6.1 billion by 2032, reflecting a compound annual growth rate (CAGR) of 5.20% over the forecast period (2024–2032).



The rising demand for natural and organic ingredients, coupled with the increasing popularity of herbal remedies and clean-label products, is driving the expansion of this market.

Key Players:

McCormick & Company, DöhlerGroup, Pacific Botanicals, Mountain Rose Herbs, Van Drunen Farms, British Pepper and Spice Co Ltd, Synthite Industries Pvt. Ltd., I.T.S, Cherry Valley Organics, Catz International B.V., The Spice House, Vardhaman Exotic Herbs & Spices, Euromaster, Sorich Organics Pvt. Ltd, Holyland Marketing Private Limited., HAMPS BIO PRIVATE LIMITED

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Industry Developments Fueling Market Growth

The dried herbs market has witnessed considerable developments in recent years, with manufacturers investing in advanced drying technologies to improve the quality and shelf life of their products. The growing interest in traditional and alternative medicine, particularly in Asian

and European markets, has led to increased demand for dried herbs in the pharmaceutical and nutraceutical sectors. Furthermore, the culinary industry continues to drive consumption, with dried herbs being a key ingredient in seasoning blends, sauces, and ready-to-eat meals.

Sustainability initiatives have also shaped the industry, with companies focusing on environmentally friendly cultivation and processing methods. The demand for organically grown dried herbs has surged as consumers seek pesticide-free and non-GMO options. Leading market players are expanding their production capacities and forming strategic partnerships with local farmers to ensure a stable supply of high-quality herbs.

Market Segmentation and Key Insights

The dried herbs market is segmented based on product type, form, nature, drying method, end-user, and region.

By Product Type:

Dried herbs encompass a variety of plant-based seasonings, including oregano, rosemary, sage, savory, bay leaves, and others. Among these, oregano and rosemary are among the most sought-after due to their widespread use in Mediterranean and Asian cuisines. The increasing consumer preference for ethnic flavors has contributed to the growth of these product segments.

By Form:

Dried herbs are available in whole and powdered forms, catering to different end-user preferences. While whole herbs retain their natural texture and appearance, powdered herbs offer convenience for cooking and manufacturing processes. The food processing industry, in particular, prefers powdered herbs for use in spice blends, marinades, and instant meal products.

By Nature:

The organic segment has gained significant traction in recent years as health-conscious consumers seek chemical-free and ethically sourced herbs. Conventional dried herbs continue to dominate the market due to their affordability and wide availability, but the organic category is expected to witness faster growth during the forecast period.

By Drying Method:

Drying techniques play a crucial role in preserving the nutritional value, aroma, and flavor of herbs. Air drying remains the most commonly used method due to its cost-effectiveness and simplicity. However, vacuum drying and microwave drying are gaining popularity as they offer

better retention of essential oils and active compounds in herbs, making them ideal for high-quality food and medicinal applications.

By End-User:

The dried herbs market serves both Business-to-Business (B2B) and Business-to-Consumer (B2C) segments. The B2B segment includes food manufacturers, restaurants, and pharmaceutical companies that source bulk quantities of dried herbs for large-scale production. The B2C segment consists of retail consumers purchasing dried herbs for home cooking and personal health remedies. The growing popularity of home cooking and herbal wellness trends has significantly boosted sales in the B2C market.

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Market Drivers and Challenges

Market Drivers:

Several factors are fueling the growth of the dried herbs market. The increasing demand for natural and organic food products is one of the primary drivers. As consumers become more health-conscious, they are shifting away from artificial flavor enhancers and preservatives, opting instead for dried herbs that offer authentic taste and nutritional benefits.

The expanding food and beverage industry is another key driver, with dried herbs being a staple in the production of convenience foods, gourmet dishes, and ethnic cuisine. Additionally, the rise of herbal medicine and dietary supplements has led to a surge in demand for medicinal herbs such as sage, rosemary, and oregano, which are known for their antioxidant and anti-inflammatory properties.

E-commerce platforms have also played a vital role in boosting the sales of dried herbs. Online retail channels provide consumers with easy access to a diverse range of herbs from different regions, allowing them to explore new flavors and health benefits. Moreover, the increasing popularity of sustainable and farm-to-table food sourcing has encouraged direct-to-consumer sales, benefiting small and medium-sized herb producers.

Market Challenges:

Despite the positive growth outlook, the dried herbs market faces certain challenges. One of the major hurdles is the fluctuation in raw material prices due to climate change and seasonal variations. Unfavorable weather conditions can impact herb yields, leading to supply shortages and increased costs for manufacturers.

Stringent regulations governing food safety and organic certification present another challenge. Compliance with quality standards requires significant investment in testing, certification, and sustainable farming practices, which can be a barrier for small-scale producers.

Counterfeit and adulterated products also pose a threat to the industry. The presence of low-quality or mislabeled dried herbs in the market can erode consumer trust and impact the sales of genuine, high-quality products. To mitigate this risk, manufacturers are increasingly adopting transparent supply chain practices and leveraging blockchain technology to enhance traceability.

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Regional Analysis

The dried herbs market is expanding across various regions, with North America, Europe, and Asia-Pacific being the key contributors to its growth.

North America:

The North American market is witnessing steady growth due to the increasing popularity of organic and non-GMO food products. Consumers in the United States and Canada are embracing culinary herbs for their flavor-enhancing and health-promoting properties. The rise of vegan and plant-based diets has further propelled the demand for dried herbs in this region.

Europe:

Europe is one of the largest markets for dried herbs, driven by the region's rich culinary traditions and high consumer preference for natural ingredients. Countries such as Italy, France, and Germany have a strong demand for dried herbs, particularly in the gourmet food sector. The European market also benefits from stringent quality standards and organic certification programs that ensure product authenticity.

Asia-Pacific:

Asia-Pacific is emerging as a lucrative market for dried herbs, with China, India, and Japan being the primary contributors to regional growth. The widespread use of medicinal herbs in traditional Chinese medicine and Ayurveda has bolstered the demand for dried herbs in pharmaceutical applications. Additionally, the growing fast-food and packaged food industries in the region are driving the need for high-quality seasoning ingredients.

Rest of the World:

The rest of the world, including Latin America, the Middle East, and Africa, is experiencing increasing demand for dried herbs due to changing dietary patterns and rising awareness of natural health remedies. The expansion of retail chains and online grocery platforms has improved market accessibility, making dried herbs more widely available in emerging economies.

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Contact Us:

Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: sales@marketresearchfuture.com

Website: <https://www.marketresearchfuture.com>

Market Research Future

Market Research Future

+1 855-661-4441

[email us here](#)

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