

Europe Seasoning and Spices Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The European seasoning and spices market is valued at USD 19.54 billion in the current year and is projected to register a CAGR of 2.90% over the coming five years.

The market for European spices and seasonings witnessed a rapid uptick with the onset of the COVID-19 pandemic, wherein some selected spices that are supposed to provide immunity, such as turmeric, dried peppers, cinnamon, dried garlic, ginger, and echinacea, received tremendous response in the market. For instance, according to the International Trade Centre data, in 2021, the aggregate import value of ginger, saffron, turmeric "Curcuma," thyme, bay leaves, curry, and other spices in Central and Eastern Europe (CEE) reached USD 3,750,542 from USD 3,596,691 in 2020.

The market witnessed significant growth due to the rising demand for convenient food products and the availability of various product varieties, with a mix of regional snack flavors. Newly industrializing markets are providing new market opportunities for the seasonings and spices market. The increasing interest in new foods, natural organic products from sustainable sources, fair-trade promotions, natural health remedies, and pharmaceutical developments assist in providing new market opportunities.

The increasing knowledge of health and wellness issues among the local and ex-pat population and the increasing purchasing power led to the growing interest in organic spices.

Europe Seasoning & Spices Market Trends

Growing Popularity of Ethnic Food in the Region

Globalization is inspiring European consumers to search for new flavor experiences. Adventurous consumers, especially millennials, are constantly seeking out new foods and flavors worldwide. As a result, manufacturers are adding more spices and herb varieties to the market. Consumers have become more interested in other cultures, resulting in more product launches that

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advertise and connect the flavor, name of the country, brand, and product (for example, Za'atar Authentic Lebanese Herb Blend). Brands use labels such as discover, explore, uncover, unveil, and unravel to stimulate the demand from curious consumers. Europeans are looking for traditional Asian and Hispanic spices and seasonings, such as jalapeno, poblano, and ginger, to be mixed with more exotic ingredients and flavors, including dragon fruit, ghost pepper, harissa, and bitter orange.?

The reason for the increasing popularity of ethnic cuisine is the growing multicultural population in the region due to the rising ex-pat population in countries like the United Kingdom, Germany, France, and Italy, along with the growing travel to exotic destinations. As a result, the demand for spices, herbs, and seasonings used in exotic cuisines is also growing, along with rising import of spices in the region. For instance, the European countries consist of many ethnicities from across the world, including Chinese, Indian, and Pakistani, who make up a major share of the working population. This population group has high demand for ethnic ready-to-eat or ready-to-cook food products. According to the Office for National Statistics (United Kingdom), in 2020-2021, there were approximately 896,000 Indian nationals living in the United Kingdom, followed by 682,000 Polish, 456,000 Pakistani, and 412,000 Irish. Thereby, this factor is driving the application of seasonings and spices in the ethnic ready-to-eat or ready-to-cook food products.

United Kingdom is the Largest Market

There is a growing demand for ethnic spice blends due to the rising popularity of ethnic cuisine and healthy foods and the increasing consumption of convenient, processed, and ready-to-eat dishes. In the United Kingdom, local street food is inspiring the flavors and recipes of new spice blends, sauces, and condiments. Herb and spice blends such as biryani blend, Chinese five spice, and Lebanese seven spice are commonly used in the foodservice industry. Therefore, the popularization of all-in-one spices is primarily driving the market's growth. The demand for dried herbs is strong in the United Kingdom. Hence, this category is regarded as a key part of the overall market for herbs. The rising demand from food manufacturers, chefs, foodservice operators, and consumers, coupled with the increasing popularity of home cooking, is boosting the market's growth. Companies in Europe are making new investments to expand their sites to meet the increasing customer requests and larger orders from existing clients.

Europe Seasoning & Spices Market Competitor Analysis

The market is highly competitive due to the presence of domestic and international players in this sector. The major players in the industry are Doehler Group SE, Kerry Group PLC, Olam International, and Sensient Technologies Corporation. Key players are majorly focusing on product development and innovation to meet the consumer's needs by offering a variety of tastes and quality to maintain premiumization. Some of the major players use mergers and acquisitions as their key strategy to sustain and secure a leading position in the industry. This trend will enable the companies to maintain dominance over other players and remain a strong competition in the market.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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