

## **North America Fresh Herbs Market Research Report Forecast 2032**

Market Report | 2024-01-30 | 180 pages | Market Research Future

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- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

### **Report description:**

North America Fresh Herbs Market Research Report Forecast to 2032

#### Market Overview

The North American fresh herbs market is projected to register a CAGR of 6.38% during the review period.

The North American fresh herbs market has been experiencing remarkable growth and transformation in recent years, reflecting shifting consumer preferences and a heightened awareness of the benefits of incorporating fresh herbs into everyday cooking. This market's expansion can be attributed to a convergence of factors that underscore the surging demand for these flavourful and aromatic culinary essentials. The key driver of this growth is the increasing emphasis on healthier eating habits and overall well-being among North American consumers. Fresh herbs are demanded not only for their ability to enhance the flavor of dishes but also for their potential health benefits. They are recognized sources of essential vitamins, minerals, and antioxidants, making them an attractive choice for those looking to add nutrition to their meals without relying on artificial additives. Besides that, the dynamic nature of North America's culinary landscape has also contributed significantly to the fresh herbs market's expansion. Furthermore, the farm-to-table movement has played a pivotal role in the growth of the North American fresh herbs market. Increasingly, consumers are seeking locally sourced, organic, and sustainably grown produce, and fresh herbs are no exception. This demand for transparency and sustainability has encouraged the proliferation of herb farms and greenhouses across the region, ensuring a consistent and eco-conscious supply of high-quality herbs throughout the year. The COVID-19 pandemic also significantly influenced the market. As lockdowns and restrictions kept people at home, home cooking saw a resurgence. Consumers embarked on culinary adventures, experimenting with new recipes and flavors, which drove up the demand for fresh herbs.

#### Market Segmentation

Based on price range, this segment is divided into economy/mass, and premium. Based on product type, it is bifurcated into basil, coriander, mint, sage, chives, thyme, and others, the

Based on nature, the market is divided into organic, and conventional. The end users' segment is made up of the commercial and Residential.

Based on the form, the North America fresh herbs market has been bifurcated into powder and whole.

Based on the end-user, the North America fresh herbs market has been bifurcated into store-based and non-store-based.

#### Major Players

These include Pacific Botanicals, Living Herbs, LLC, The Chef's Garden, Infinite Herbs, Rocket Farms, Urban Roots, Cooperative

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