

North American Seasonings and Spices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The North American Seasonings and Spices Market size is estimated at USD 4.20 billion in 2024, and is expected to reach USD 5.26 billion by 2029, growing at a CAGR of 4.65% during the forecast period (2024-2029).

The North American seasoning and spice market has been affected by preventive measures imposed by the local governments of various nations in the wake of the COVID-19 pandemic. It led to the closure of trade or transportation in the international and local markets. For instance, according to the Trade Promotion Council of India, India is the largest producer, exporter, and consumer of spices in the world, but the United States is the largest importer, and it faced logistics and sourcing issues of spices such as pepper. Moreover, due to the COVID-19 pandemic, consumers weren't dining away from home much. However, consumers sought bold flavors and spices reminiscent of restaurant-quality food for at-home consumption.

The demand from consumers for high-quality, healthy food ingredients, along with the increased preference for trying out new flavors in the foodservice sector and processed food products, is supporting the overall spices and seasonings market's growth in North America, leading to an upward trend. Hence, this is driving the market's growth during the forecast period. Stringent food regulations and the spices adulteration act are likely to hinder the growth of the economy. The introduction of blended spices has witnessed demand from various strata of the population, as blended spices are convenient across various applications, such as savory snacks and ready meals, amongst others.

North American Seasonings & Spices Market Trends

Increased Demand for Spice Blends in the Food Industry

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Blended spices have witnessed a huge demand from various strata of the population in the region as they are convenient across various applications, such as savory snacks and ready meals, among others. Recently, there has been a lot of interest in blends containing Middle Eastern and Mediterranean spices in North American cuisines, such as a mix of turmeric, coriander, and warm brown spices. Greater mainstream acceptance of seasonings, like North Africa's harissa and Ethiopia's berbere, have paved the way for the emerging demand for the spice blend. It is a blend of crushed ground peanuts and spices, like ginger, cayenne, garlic, and onion, which have gained popularity among the American population in recent years.

Moreover, during the COVID-19 pandemic, consumers weren't dining away from home as much. However, consumers sought bold flavors and spices reminiscent of restaurant-quality food for at-home consumption. As a result, companies are increasingly innovating in the spice blends category to capture the rising consumer demand. Various studies have depicted that 50% of US consumers seek to try new, exciting flavors. This is indirectly supported by the rising demand for ethnic cuisine food offerings that include different gravies and sauces, driving the demand for spice blends across the region.

The United States Dominates the Market

North Americans are becoming increasingly aware of health issues, resulting in a shift in their attitude toward natural products due to a powerful 'green wave,' a strong driving force for herbs like basil, oregano, and parsley. California and Florida, with their favorable weather conditions, remain leading regions for domestically-produced fresh herbs. Hawaii and New Jersey are important second-tier sources of domestically-produced herbs, although buyers' demand for reliable year-round supplies limits the ability of the Northern regions to compete in the market. In North America, fresh herbs are primarily marketed through wholesale channels, whereas smaller volumes are sold directly to consumers through farmer's markets. The market players are also engaging in mergers and acquisitions with companies to strengthen their portfolios. For instance, in April 2022, Kerry Group Inc. completed the acquisition of US-based Natreon Inc., a leading supplier of branded Ayurvedic botanical ingredients. Natreon supplies branded and scientifically studied and tested Ayurvedic extracts to the dietary supplement and functional food and beverage industries globally.

North American Seasonings & Spices Industry Overview

The North American seasonings and spices market is dominated by players like McCormick, Kerry Group, Sensient Natural Ingredients, Dohler GmbH, and others. The strong distribution networks and acquisition of distribution companies are major strategies used by players to expand their retail presence. McCormick has a highly optimized supply chain with a separate unit formulated especially for keeping the supply chain in place and intact. Global diversity and inclusion remain a core value for and strategic business priority of McCormick. The major players have been focusing on expanding their production facilities to gain a competitive edge. They also have been focussing on innovating new products to expand their product portfolios and consolidate their position in the market.

Additional Benefits:

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

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