

United States Ginger Market Report and Forecast 2024-2032

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Report description:

United States Ginger Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States ginger market size reached a value of USD 3.10 billion in 2023. Aided by the growing consumer awareness of health benefits associated with natural ingredients and an increase in the usage of ginger across various sectors, the market is projected to further grow at a CAGR of 6.5% between 2024 and 2032 to reach a value of USD 5.49 billion by 2032.

Ginger, a root herb known for its strong, pungent flavour and numerous health benefits, is widely used in culinary dishes, and beverages, and as a medicinal herb. Its applications span across the food and beverage sector, pharmaceuticals, and cosmetics, among others. This versatile spice is acclaimed not only for its flavour-enhancing properties but also for its anti-inflammatory, digestive, and immune-boosting effects.

As per the United States ginger market analysis, the United States has seen a consistent rise in the demand for ginger, driven by increasing consumer preferences for natural and organic health products along with a growing incorporation of ethnic and exotic flavours in food.

The primary growth driver for the ginger market in the U.S. is the heightened consumer interest in health and wellness, particularly in natural remedies and dietary supplements which fuels the United States ginger market expansion. Ginger is popularly used for its antiemetic properties which help in nausea relief, making it a common ingredient in products targeting digestive health.

There is a rising trend in the beverage sector towards functional drinks that offer health benefits beyond basic nutrition. Ginger is a popular ingredient in this segment due to its health benefits and strong flavour profile. As per the United States ginger market outlook, this includes ginger-infused herbal teas, ginger beers, and wellness shots that are marketed as digestive aids and anti-inflammatory remedies. Manufacturers are continually innovating in this space to cater to health-conscious consumers. Ginger's anti-inflammatory and antioxidant properties make it an attractive ingredient in the clean beauty and skincare sector. It is being used in products like face masks, serums, and creams that aim to soothe the skin, improve circulation, and provide a brighter, more even complexion, which also fuels the United States ginger market growth. The rise of natural and organic personal care products is expected to drive further growth in this application area.

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The United States is experiencing a growing appreciation for ethnic cuisines, which is influencing food trends across the country. As consumers become more adventurous with their palates, there is an increased demand for authentic ingredients, including ginger, which is a staple in many Asian and Indian dishes. This trend is supported by demographic shifts in the ginger market in the United States, with more diverse populations influencing the mainstream food culture.

Additionally, the expanding use of ginger in various culinary traditions reflects the United States' increasing cultural diversity and the rising popularity of Asian cuisines. Ginger is an essential ingredient in many Asian dishes, and as these cuisines become more integrated into the mainstream American diet, the demand for fresh and processed ginger continues to grow.

The future of the market looks promising with increasing trends towards health and wellness, natural products, and ethnic cuisines. Advances in agricultural practices and a focus on sustainable sourcing are expected to improve supply chain management and reduce market volatility which can boost the United States ginger market share. Moreover, as consumer preferences continue to evolve towards more organic and locally sourced products, opportunities for domestic ginger cultivation could see a rise, reducing reliance on imports and fostering a more sustainable growth pattern for the market.

Market Segmentation □

The market can be divided based on product type, application, distribution channel, and region.

Market Breakup by Product Type

- Fresh Ginger
- Processed Ginger
- Others

Market Breakup by Application

- Food Industry
- Pharmaceutical Industry
- Cosmetic Industry
- Others

Market Breakup by Distribution Channel

- Supermarket or Hypermarket
- Convenience Stores
- Speciality Stores
- Online Retail
- Others

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States ginger market. Some of the major players explored in the report by Expert Market Research are as follows:

- Floracopeia Inc.
- Archer-Daniels-Midland Co.
- Capital Foods Limited
- The Ginger People
- Natural Ginger Corp.

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- []Spice World, Inc.
- []Sapsucker Farms
- []Kauai Organic Farms
- []Alstede farms
- []Old Friends Farm LLC
- []Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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