

Global Basil Leaves Market Report and Forecast 2024-2032

Market Report | 2024-07-18 | 214 pages | EMR Inc.

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Report description:

Global Basil Leaves Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global basil leaves market size reached approximately USD 1610.70 million in 2023. Aided by the increasing awareness of health benefits associated with the herb, the market is projected to grow at a CAGR of 4.20% between 2024 and 2032, reaching a value of nearly USD 2333.75 million by 2032.

Basil leaves, derived from the herb *Ocimum basilicum*, commonly known as basil, are celebrated for their distinctive flavour and aromatic qualities. Native to tropical regions from Central Africa to Southeast Asia, basil is a staple in various cuisines worldwide, most notably in Italian and Southeast Asian dishes. The leaves of the basil plant are used fresh or dried to enhance flavour in cooking, and the plant is also valued for its medicinal properties, which include anti-inflammatory and antibacterial effects. In addition to culinary uses, basil is utilised in traditional medicine and as a fragrance in perfumes and soaps.

The global basil leaves market has witnessed significant growth and diversification in recent years, driven by expanding culinary applications and increasing awareness of the health benefits associated with the herb. One of the primary trends in this market is the rising consumer interest in global cuisines and exotic flavours, which has led to an increased demand for fresh and authentic herbal ingredients. Basil, with its key role in Italian and Thai cooking, has benefited from this trend, seeing heightened usage in both home cooking and professional kitchens.

Another significant basil leaves market trend is the growing demand for organic and sustainably sourced herbs, including basil. Health-conscious consumers are increasingly looking for products that are free from pesticides and synthetic fertilisers, driving growth in the organic segment of the market. This shift is supported by a broader consumer movement towards organic and natural food products, reflecting concerns about health, the environment, and ethical food production practices.

Technological advancements in agriculture and herb cultivation have also influenced the basil leaves market value. Hydroponic and vertical farming techniques, which allow for the efficient use of space and resources, are becoming more prevalent. These methods not only increase yield and reduce the impact of farming on the environment but also enable year-round production of basil in climates that would not traditionally support its growth. As a result, fresh basil is becoming more accessible to consumers in temperate regions, boosting the market presence.

Furthermore, the functional food market has recognised the potential of basil leaves in health and wellness products. Basil is rich

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in vitamins, anti-inflammatory compounds, and antioxidants, making it an attractive addition to dietary supplements and health-focused food products. The market has seen an increase in offerings such as basil-infused drinks, nutritional powders, and wellness supplements that capitalise on the herb's health benefits.

The culinary industry continues to innovate with basil, experimenting with its use in new and diverse ways. Beyond traditional pesto and sauces, basil is being incorporated into desserts, cocktails, and artisanal foods, where its unique flavour profile can be a distinctive component. This culinary experimentation is driving the development of different varieties of basil, each with unique flavours and properties, catering to specific culinary needs and consumer preferences.

Internationally, the global basil leaves market dynamics is influenced by regional production capacities and trade flows. Asian countries, particularly India and Thailand, are major producers, leveraging their climate advantage to cultivate basil extensively. The European and North American markets are witnessing growing domestic production, aided by advanced agricultural techniques and increasing demand for locally sourced ingredients.

Challenges in the global basil leaves market development include issues related to quality preservation, storage, and transportation, particularly for fresh basil, which is highly perishable. Innovations in packaging and preservation techniques that extend shelf life without compromising quality are critical for market growth, especially in regions that depend on imported basil.

Market Segmentation

The global basil leaves market can be divided based on type, end use, distribution channel, and region.

Market Breakup by Type

- Fresh Basil Leaves
- Dry Basil Leaves

Market Breakup by End Use

- Food and Beverage
- Pharmaceutical
- Others

Market Breakup by Distribution Channel

- Offline
- Online

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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 global basil leaves market. Some of the major players explored in the report by Expert Market Research are as follows:

- McCormick & Company, Inc.
- Frontier Cooperative
- Mountain Rose Herbs
- Starwest Botanicals, LLC
- Litehouse, Inc.
- Nurtured in Norfolk
- Rosa Food Products Co., Inc.
- Bixa Botanical
- Other

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