

## **North American Seasonings And Spices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 115 pages | Mordor Intelligence

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### **Report description:**

The North American Seasonings And Spices Market size is estimated at USD 4.69 billion in 2025, and is expected to reach USD 5.93 billion by 2030, at a CAGR of 4.79% during the forecast period (2025-2030).

The North American seasonings and spices market is experiencing rapid growth due to several significant factors. The demand for seasonings and spices in various culinary applications has increased significantly as customers' preferences shift toward tastier and healthier food choices. There is a high demand for clean-label and premium spice products as consumers increasingly prioritize natural and organic ingredients. Additionally, the market is being driven by the growing desire for ethnic and foreign flavors, resulting from North America's increasingly diverse population. Moreover, as foodservice establishments such as cafes, restaurants, and fast-food chains strive to innovate and differentiate themselves from competitors, the market for seasonings and spices continues to expand.

Asian cuisines like Thai, Indian, Chinese, and Vietnamese are popular in North America due to the diverse range of spices and herbs used to enhance the flavors of dishes. The rise in home cooking among American consumers leads to increased sales of spices such as pepper and ginger. Additionally, many companies collaborate with media agencies and invest in advertising to promote their products. For instance, in 2023, McCormick & Company Inc., one of the largest producers of herbs, spices, and seasoning mixes, named Dentsu X as a media agency. Dentsu X will deliver a full-funnel media strategy and plan for the complete range of McCormick spices and seasonings brands.

North American Seasonings & Spices Market Trends

Increased Demand for Spice Blends in the Food Industry

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Due to their versatile flavors, blended spices are highly sought after in various applications, such as savory snacks and ready meals. Factors such as the rising popularity of exotic and ethnic cuisines, the increasing demand for convenient food options, and the growing preference for healthy and organic spice blends have contributed to the market's growth.

Moreover, there has been a significant interest in North American cuisines for blends containing Middle Eastern and Mediterranean spices, such as 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, gaining popularity among the American population.

### The United States Dominates the Market

As Americans continue to explore international cuisines, there has been a rising demand for spices and seasoning herbs from various parts of the world. Spices like turmeric, cumin, coriander, and herbs like basil, cilantro, and lemongrass have become increasingly popular, reflecting a growing appreciation for diverse flavor profiles. Busy lifestyles have increased demand for convenient and ready-to-use spice blends. Pre-mixed seasoning blends that cater to specific dishes or cooking styles save time for home cooks and simplify meal preparation.

Further, the high consumer inclination toward bakery, confectionery, and savory snacks drives the market growth in the United States. Spices add depth and complexity to baked goods and confections, enhancing flavor profiles. Cinnamon, nutmeg, and cardamom are often used to add depth and complexity to the flavor of baked goods, such as cakes, cookies, and pies. Also, spice cakes are one of the widely consumed desserts in the country during the holiday seasons, such as Christmas, Thanksgiving, and New Year, driving the sales of spices. Ground cinnamon, ginger, nutmeg, and cloves are commonly used spices in homemade spice cake recipes in the United States. Additionally, brands such as Betty Crocker, Namaste, and Duncan Hines offer spice cake mixes in the market.

### North American Seasonings & Spices Industry Overview

The North American seasonings and spices market is dominated by players like McCormick & Company Inc., Kerry Group PLC, Dohler GmbH, and Ajinomoto Co. Inc. 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 to keep 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 expanded their production facilities to gain a competitive edge. They also have been focusing on innovating new products to expand their portfolio and consolidate their market position.

#### Additional Benefits:

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

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