

Basil Leaves Market Report and Forecast 2025-2034

Market Report | 2025-06-30 | 180 pages | EMR Inc.

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Report description:

The global basil leaves market size reached approximately USD 1611.56 Million in 2024. The market is further projected to grow at a CAGR of 4.20% between 2025 and 2034, reaching a value of USD 2431.78 Million by 2034.

Key Trends in the Global Basil Leaves Market

Basil leaves are obtained from the basil plant that is a member of the mint family. These large, green, and fragrant leaves are an integral part of various cuisines including Asian and Mediterranean, among others. They have a sweet and slightly peppery flavour along with cupped or toothed edges.

- Increased incorporation of basil leaves in various recipes and cuisines due to rising awareness about their high vitamin, antioxidant, and mineral content is aiding the basil leaves market growth. The antioxidants eliminate the free radicals which can cause oxidative stress, resulting in cell damage. The free radicals are unstable molecules that are formed due to smoking and metabolism, among other natural processes.
- The rising demand for basil leaves for production of hair care products due to their anti-bacterial and anti-fungal properties is offering lucrative growth opportunities to the market. Basil leaves are effective in treating dandruff, scalp irritation, itchiness, and flaking and also aid in removal of impurities and dead cells from the scalp.
- Rising consumption of fast foods including pizza and garlic bread along with growing presence of restaurants and breakfast establishments are supporting the market expansion as dry and fresh basil leaves are used as a key ingredient in preparation and garnishing of various dishes.

Global Basil Leaves Market Segmentation

The EMR's report titled "Global Basil Leaves Market Report and Forecast 2025-2034" offers a detailed analysis of the market based

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on the following segments:

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

Global Basil Leaves Market Share by Type

Dry basil leaves are expected to account for a significant basil leaves market share in the coming years owing to their longer shelf life. They also offer various advantages including strong flavour and cost effectiveness. Dried basil leaves have a more concentrated flavour than fresh basil leaves along with an altered flavour profile making them suitable for seasoning tomato sauces, chickpeas, fish, meat, pasta, and soups, among others. Due to the savoury nature of dry basil leaves they are also used in the preparation of Italian seasonings and herbal tea blends.

Global Basil Leaves Market Share by Region

The market is anticipated to witness significant growth in the Asia Pacific over the forecast period. This growth can be attributed to the rising demand for basil leaves for preparation of various Asian cuisines including Thai and Vietnamese, among others, because of their aromatic and bold flavours. The basil leaves market demand is also increasing in the region due to growing awareness about the various health benefits associated with basil including reduction of oxidative stress, prevention of heart diseases, reduced inflammation, and protection against infections, among others.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

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McCormick & Company, Inc.

McCormick & Company, Inc., headquartered in Maryland, United States, is a food manufacturing and distribution company, supplying basil leaves, spices, and condiments, among other flavouring products to manufacturers and food outlets around the globe.

Mountain Rose Herbs

Mountain Rose Herbs, headquartered in Oregon, United States, is distributor, processor, and retailer of spices, teas, essential oils, and herbs. The company is known for providing sustainably sourced and organic products including, basil leaves.

Starwest Botanicals, LLC

Starwest Botanicals, LLC is known for supplying organic herbs, spices, essential oils, herbal extracts, and tea, among others. The company was founded in 1975 and is headquartered in California, United States.

Other basil leaves market key players include Frontier Cooperative, LLC, Litehouse, Inc., Nurtured in Norfolk, Rosa Food Products Co., Inc., and Bixa Botanical, among others.

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