

Why European Markets?

Europe offers interesting opportunities for companies that export spices and herbs. Europeans want a healthier lifestyle. But, European countries do not have a suitable climate to grow most spices and herbs. That is why they depend on imports from tropical and semi-tropical countries. Developing countries play an important role in this supply.

European importers are looking for high-quality, sustainably-produced spices and herbs. This creates opportunities for spices and herbs suppliers, given that production and sustainability standards of Europe is followed and met.

What is the demand of spices?

European imports of herbs and spices have gone up and down in the last five years. Sales of spices with immunity support functions, like ginger, curcuma and garlic, grew particularly fast in 2020, thanks to the Covid-19 pandemic. This increased demand by end consumers was also reinforced by social media promotion. The European countries that present the most opportunities overall are Germany, United Kingdom, Netherlands and Spain. The products most in demand are ginger, uncrushed pepper, dried capsicum or pimenta, curcuma, cinnamon and cloves. These spices are perceived as contributing to healthy lifestyles and therefore will continue to grow in the next years.

The markets in Europe that provide the most opportunities for exporters from developing countries are Germany, Netherlands, France, Spain, United Kingdom, and Poland. As Europe's largest importer of herbs and spices, Germany is an interesting focus market. France and the Netherlands are other promising leading markets with relatively large shares of imports from developing countries. The UK and Spain are other important markets with substantial values of imports from developing countries.

What standards and regulations are followed?

The full report given by CBI can be accessed through the following link: <https://www.cbi.eu/market-information/spices-herbs/what-requirements-should-your-product-comply>

Further information

For any further information kindly visit the following link: <https://www.cbi.eu/market-information/spices-herbs>

