

The European market potential for dried rosemary

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Europe offers a steady and growing market for dried herbs. Demand for dried rosemary is on the rise due to its perceived health benefits, the popularity of Mediterranean dishes, and the increasing consumption of ready-to-eat meals. The Netherlands is an interesting country due to its role as a major trade hub for spices and herbs. Germany is known for its large market for conventional and organic herbs in particular. In Mediterranean countries, dried rosemary is an important product in local cuisines.

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1. Product description

Rosemary belongs to the Lamiaceae (mint) family and is native to the Mediterranean region. It is an evergreen, small shrub with thick greyish-green leaves that look like needles. Formerly, rosemary was known by its scientific name *Rosmarinus officinalis*, but, in 2017, the name was updated to *Salvia Rosmarinus*. The flavour, smell, and colour can differ depending on the region from which the rosemary comes.

Rosemary leaves can be either green or greyish, depending on the origin. The herb has a strong aromatic pine and a camphor/eucalyptus-like scent. Its flavour can be described as earthy, woody, pungent, and slightly bitter, with hints of lemon, mint, and pepper.

Rosemary is very popular in the Mediterranean region as a culinary herb, especially in France and Italy. It is a key product in both the French and Italian cuisines. Dried rosemary is an important ingredient in the French herb blend 'Herbes de Provence', but also in other seasoning blends for Mediterranean dishes, lamb dishes, and roasted vegetables. Furthermore, dried rosemary enhances the flavour of potatoes, meats, poultry, fish, soups, and stews and is also a popular addition to marinades and sauces. In supermarkets, rosemary can mostly be found in herb blends but also in a variety of other products, such as:

- Focaccia bread
- Potatoes
- Crackers and toasts
- Chips
- Fish filets
- Meats
- Teas
- Honeys
- Goat's cheeses

- Pastas
- Bouillons

Beyond its culinary uses, rosemary is also used in various other industries, such as cosmetics and pharmaceuticals. For example, it is used as an ingredient in dishwashing liquid, soaps, shampoos, and shower gels. Moreover, rosemary essential oil is popular for its health benefits. Rosemary oil is extracted from dried rosemary leaves. The top three producers of rosemary essential oil are Tunisia, Morocco, and Spain.

The intended use of rosemary depends on the cultivar grown. Certain *Rosmarinus officinalis* cultivars are ideal for fresh culinary uses, while others are better suited for distillation or botanical extraction. The cultivars are not interchangeable. Examples of cultivars used for dried-herb production are ‘Provence Blue’, ‘Blue Spire’, ‘Arp’, ‘Gorizia’, and ‘Prostatus’.

This study focuses only on the exports of dried rosemary to the European market. For fresh herbs, including rosemary, see our study on [Exporting fresh culinary herbs to Europe](#).

Dried rosemary in the spice and herb category is classified under HS code 091099, which groups a range of spices and herbs. Within the HS classification in the European Union, there are 2 National Tariff Lines applicable to rosemary: 091099-91 and 091099-99. More details are in Table 1.

Table 1: National Tariff Line (NTL) codes for dried rosemary in the spice and herbs sector

NTL code	Product description
09109991	Spices, neither crushed nor ground (excl. pepper of the genus <i>Piper</i> , fruit of the genus <i>Capsicum</i> or of the genus <i>Pimenta</i> , vanilla, cinnamon, cinnamon tree flowers, cloves "whole-fruit", clove stems, nutmeg, mace, cardamoms, seeds of anise, badian, fennel, coriander, cumin and caraway, and juniper berries, ginger, saffron, turmeric "curcuma", thyme, bay leaves, curry and seeds of fenugreek, and mixtures of various types of spices)
09109999	Spices, crushed or ground (excl. pepper of the genus <i>Piper</i> , fruit of the genus <i>Capsicum</i> or of the genus <i>Pimenta</i> , vanilla, cinnamon, cinnamon tree flowers, clove "whole-fruit", clove stems, nutmeg, mace, cardamoms, seeds of anise, badian, fennel, coriander, cumin and caraway, and juniper berries, ginger, saffron, turmeric "curcuma", thyme, bay leaves, curry and seeds of fenugreek, and mixtures of various types of spices)

Source: Eurostat, Augustus 2024

Since there is no specific HS code dedicated solely to dried rosemary, obtaining quantitative information on the trade of dried rosemary to the European market will depend on primary research and estimations.

Figure 1: Dried rosemary next to the herb blend ‘Herbes de Provence’ in a Dutch supermarket



Source: [GloballyCool](#), August 2024

2. What makes Europe an interesting market for dried rosemary?

When looking at the spices and herbs market as a whole, Europe is a mature and diverse market, home to five of the world's 10 largest importing countries. Demand in Europe remains relatively stable, with significant volumes being imported. Europe imports approximately 21% of the world's spices and herbs, which comes down to an import volume of around 450 thousand tonnes from developing countries per year.

There is no specific HS code for rosemary, but it is included in a 'rest group' under HS code 091099, which covers multiple herbs and spices not included in other HS codes. Within this category, Europe has demonstrated to be a stable market with an annual average growth of 0.1%. Imports rose from 70 thousand tonnes in 2019 to 73 thousand tonnes in 2023, with peak volumes of 79 thousand tonnes in both 2020 and 2022.

Source: [GloballyCool](#), based on UN Comtrade, August 2024

In the period between 2022 and 2030, European imports of dried herbs are [likely to show a CAGR of 4.5%](#) in value. This growth is the result of several factors. Firstly, consumers are becoming increasingly health-conscious, and herbs are recognised for their health benefits. For instance, dried rosemary is rich in antioxidants and contains anti-inflammatory compounds. Additionally, there is a rising demand for natural food flavouring. Consumers seek to avoid artificial additives and preservatives in their food. Dried herbs are particularly appealing because they do not contain artificial components.

The growing popularity of ready-to-eat or easy-to-prepare meals also contributes to the increased demand for dried herbs. For example, rosemary is commonly used as an ingredient in Mediterranean, French, and Italian ready meals. Also, the increasing interest in specific cuisines is boosting the demand for dried rosemary. The Mediterranean diet is one example, because it is seen to be among the healthiest diets.

The healthy living trend in Europe has also led to a growing interest in aromatherapy and natural medicines, which in turn has led to an increase in the demand for essential oils like rosemary essential oil. Rosemary essential oil is made from the plant's leaves (and is not covered by this study).

Most herbs consumed in Europe are also produced within Europe. This also applies to dried rosemary, which is mainly cultivated in southern Europe: Spain, France, and Portugal. However, European production does not fully meet the demand for dried rosemary, creating opportunities for exporters from developing countries for entering the market. European buyers get dried rosemary from countries like Morocco, Turkey, and Egypt and maybe also Tunisia, although Tunisia is more known for essential oil.

Outlook for the European rosemary market

For the short term (2024-2025), moderate growth in the demand for both conventional and organic dried rosemary is expected, supported by a stable supply from Egypt and Morocco. Inflationary pressures may slightly limit demand growth, but the overall outlook remains positive.

In the medium term, demand will continue to grow. This will especially be the case for organic rosemary, driven by rising consumer awareness of health and sustainability issues. Supply will remain robust, with North African countries playing a growing role due to more favourable climate conditions. Economic stabilisation by 2027 is expected to further support demand for premium, organic products.

Tip:

See our study on [What is the demand for spices and herbs in the European market?](#) to understand

why Europe is an attractive market for herbs in general.

3. Which European countries offer the most opportunities for dried rosemary?

The Netherlands is the largest importer of miscellaneous spices and herbs and is considered the trade hub for spices and herbs in Europe. Germany, the second-largest market, has a large consumption and is interesting due to its large food-processing industry. Germany is followed by the United Kingdom, Belgium, France, and Spain. The last two countries are home to large areas of Mediterranean herbs production, including rosemary.

Source: Trademap, August 2024

The Netherlands: trade hub for spices and herbs

The Netherlands is an important trade hub for spices and herbs and has consistently ranked among the top three importing countries in Europe. In 2022, the country took first position with a total imported spices and herbs volume of 134 thousand tonnes. The Netherlands imported 9.4 thousand tonnes of “miscellaneous spices and herbs” in 2023. Over the last five years, imports in this category have grown significantly, with an average annual growth rate of 19%. The direct import of rosemary from developing countries is most likely limited to imports from Turkey.

In Dutch supermarkets, dried rosemary is mostly marketed under brand names. The leading brand selling dried rosemary is [Verstegen](#). Verstegen is followed by the brands [Silvo](#) (McCormick) and [Euroma](#). Some supermarkets, mostly discounters, offer dried rosemary under private labels, such as [De Kruiden Company](#) from Aldi and [Kania](#) from Lidl. Dried rosemary is mostly sold in its conventional form.

Organic dried rosemary can mostly be found in specialised stores, such as [Ekoplaza](#) (organic supermarket), [Natural Spices](#) (online natural spices shop), and [Dille & Kamille](#) (sustainable home goods store). Organic dried rosemary is sold under brand labels such as [Duqqa!](#), [Het Blauwe Huis](#), and [Cook](#) from Arcadie. Stores also sell organic dried rosemary under their own brands.

Figure 4: Dried organic-certified rosemary in an organic supermarket in the Netherlands, July 2024



Source: [GloballyCool](#), July 2024

Besides being sold as an individual herb, dried rosemary is a key ingredient in a popular herb mixture in the Netherlands called 'Provençaalse kruiden'. While the composition of this mixture can vary, dried rosemary is consistently one of the main components. Moreover, rosemary is commonly used as an ingredient in supermarket products like crackers, toasts, focaccia, potatoes, and chips.

Dutch companies involved in the herbs and spice industry are organised under the [Koninklijke Nederlandse Specerijen Vereniging](#) (KNSV), the Dutch spice association. The association currently has 70 members, which can be found in its [member list](#). Large importers in the Netherlands that have dried rosemary in their product range include [Catz International](#), [Euroma](#), and [BCFoods Europe](#).

Germany: largest consumption market for spices and herbs

Germany is the second-largest importer of spices and herbs in Europe. With its 84 million inhabitants, Germany is Europe's largest market for spices and herbs. In 2022, the country imported 132 thousand tonnes of spices and herbs. In the category "miscellaneous spices and herbs", Germany imported a total of 9.1 thousand tonnes in 2023. Imports in this category declined slightly over the last five years, by an average decline of 1.8%. Most imports from developing-country origin seem to originate from Egypt and Turkey.

The [Fuchs Gruppe](#) is a major player in the German market, supplying spices and herbs to the food retail and food service sectors, as well as to industrial customers. The group also provides spices and herbs under private label. Key brands for dried rosemary in German supermarkets are [Ostmann](#) and [BioWagner](#) (organic) from the Fuchs Gruppe, as well as [Hartkorn](#). There are also a few supermarkets offering dried rosemary under private labels, including Le Gusto from [Aldi Nord](#). In discount supermarkets such as Aldi and [Lidl](#), 90 grams of rosemary in glass is sold for prices as low as €0.79. In supermarkets, dried rosemary is typically available in cut form but can also be found in ground form.

Figure 5: Dried rosemary in a discount supermarket in Germany, July 2024



Source: [GloballyCool](#), July 2024

German companies that process spices and herbs for the food industry include [AVO](#), [Husarich](#), [Hamburger Gewürz-Mühle](#), and [ENES Gewürze](#). These are large spice companies involved in the grinding, purifying, mixing, and/or packing of spices and herbs. They have a strong presence in the German market and often import spices directly from developing countries. For example, Husarich imports dried rosemary from Morocco and Hamburger Gewürz-Mühle from Spain.

These companies have both cut rosemary and ground rosemary in their product ranges. In addition, they supply the food industry with spice mixes that include rosemary as an ingredient. Rosemary is commonly found in Mediterranean blends such as [Herbes de Provence](#), [Italian herbs mix](#), [Bolognese seasoning](#), and [Arrabiata seasoning](#). It is also included in other herb and spice mixes, such as [barbeque seasonings](#).

Germany is [one of Europe's top organic spices markets](#). In 2022, it accounted for over 18% of the European organic spices market. Organic spices and herbs are mostly sold in organic retail chains like [Biomarkt](#) and [Alnatura](#). At the same time, these products are also offered in mainstream retail chains like [REWE](#) and [Edeka](#). For example, Alnatura markets organic dried rosemary under its own brand Alnatura, which is also available in the (online) stores of their trading partners, for example the food retailer [Edeka](#).

The United Kingdom: Italian cuisine, the most popular food choice

The United Kingdom is the fourth-largest importer of spices and herbs in Europe. In the category "miscellaneous spices and herbs" the United Kingdom is the third-largest importer. In the period between 2019 and 2022 imports in this category increased substantially, from 5.3 thousand tonnes to 9.5 thousand tonnes. However, imports declined in 2023, to a total of 6.6 thousand tonnes, due to a sharp drop in imports from India (which does not include rosemary). Overall, imports have increased over the last five years, at an average annual rate of 5.4%. Imports of rosemary seem to originate from several countries, including Egypt, Turkey, and Morocco. The share of rosemary imported from developing countries is the highest in Europe and probably is above 75%.

Supermarkets offer dried rosemary mostly under their private labels – [Tesco](#), [COOK by ASDA](#), [by Sainsbury's](#), and [Morrisons](#). In addition, some supermarkets have dried rosemary from brand labels on their shelves. The most familiar brand is [Schwartz](#) (McCormick). Supermarkets typically sell conventional rosemary in cut form. Other products in which rosemary is included as an ingredient are herb mixes (i.e. Herbes de Provence), crackers, flatbread, focaccia, potatoes, and fish fillets.

Dried rosemary is typically used as an ingredient in the Mediterranean cuisine, such as in Italian and French dishes. According to Just Eat, [the Italian cuisine is the most popular food choice in the United Kingdom](#), and with its rich Mediterranean flavours, it has been a long-time British favourite.

British spice and herb companies are organised under the [Seasoning and Spice Association \(SSA\)](#), which currently has 23 [members](#). Traders in dried rosemary include [Camstar Herbs](#), [British Pepper & Spice](#), [Sleaford Quality Foods](#), and [Barnes Williams](#). For example, Camstar Herbs offers standard and heat-treated rosemary, in cut and ground form. It buys dried rosemary from Spain, Turkey, and Morocco.

A sustainable spice company in the United Kingdom is [Steenbergs](#), which offers organic and fairtrade herbs, spices, and teas. The company generally buys the organic rosemary (cut or rubbed) from Turkey, but also has Moroccan organic rosemary in its product range. Organic spices and herbs can be found in specialised shops such as organic supermarkets (i.e. [Planet Organic](#)) and online organic or sustainable lifestyle shops (i.e. [Abel&Cole](#) and [Forest Whole Foods](#)).

Belgium: private label is leading in the retail sector

Belgium is the fourth-largest importer of “miscellaneous spices and herbs”. In 2021, imports peaked at 5.5 thousand tonnes but dropped to 4.3 thousand tonnes by 2023. Despite this decline, imports have grown by an average of 3.3% over the last five years.

Belgian imports of rosemary from developing countries seem to come mostly from Turkey and Morocco, however, the volumes are relatively limited. Belgium’s imports of rosemary from developing countries can be considered the lowest of the six focus markets discussed here, meaning that Belgian importers rely on supply from other European countries, predominantly the Netherlands and France.

In Belgian supermarkets, dried rosemary is primarily sold under private label brands like Boni ([Colruyt](#)), [Delhaize](#), and [Carrefour Classic](#). An independent brand selling dried rosemary in supermarkets is [Santa Maria](#). For herb mixes such as Herbes de Provence, [Ducros](#) is also an important brand. Dried rosemary is mostly available in conventional form. However, for herb mixes such as Herbes de Provence, major supermarkets also provide organic alternatives under their own labels, such as Boni Bio, Delhaize Bio, and Carrefour Bio.

Most organic herbs like rosemary however are sold in specialised organic retail outlets. Belgian organic chains are [Sequoia](#), [BioPlanet](#), [Ekoplaza](#), [TheBarn](#) (not selling rosemary yet), and [Färm](#).

Since most dried rosemary in the retail segment is sold under private label, as an exporter you could target private label suppliers. These suppliers can be found at specialised trade fairs such as the [PLMA](#) in the Netherlands. An example of a Belgian company that sells spices and herbs under private label to retailers is [The Spice Factory](#). This company also supplies the food service sector and food industry. Other Belgian herbs and spice traders include [European Spice Services](#) and [Innovafood](#).

France: home of Mediterranean herbs and essential oils

France is the sixth-largest importer of spices and herbs and has the second-largest population in Europe, making it a significant potential market. In 2022, the country imported 45 thousand tonnes of spices and herbs. Specifically, in the category “miscellaneous spices and herbs”, France ranks as the fifth-largest importer. In 2023, it imported 4.2 thousand tonnes of spices and herbs in this category. Over the last five years, imports have shown a small average decline of 0.5%. French companies most likely import rosemary from a few developing countries, including Turkey, Tunisia, and Egypt.

In addition to importing dried rosemary, France also cultivates its own rosemary. Rosemary predominantly grows in the southern regions of the country, particularly in the Provence. Producers are sometimes grouped in cooperatives. For example, the cooperative [Les Aromates de Provence](#) brings together 40 producers of aromatic plants and herbs, including rosemary. The producers dry the rosemary before sending it to the cooperative,

where it is cleaned in two or three stages using a sorter-separator, depending on the desired quality.

Several French spice companies get dried rosemary directly from these cooperatives, such as [Ducros](#) (McCormick) and [Albert Ménès](#). They also emphasise the French origin of the product on the packaging, labelling it as 'harvested in France' or 'harvested in the Provence'.

In French supermarkets, dried rosemary is available under private labels as well as independent brands. Examples of private labels include [Carrefour Classic](#), [Auchan](#), [Auchan Bio](#), and [Cigalou](#) (Intermarché). The leading brand selling dried rosemary in all major supermarkets is [Ducros](#) (McCormick). Other brands include [Saint Lucie](#) and [Spigol](#) (Cepasco). There are also companies that offer dried rosemary through online marketplaces. For example, [Épices FUCHS](#) and [Mon Épicerie Fine de Terroir](#) sell dried rosemary through [Carrefour's grocery marketplace](#).

France is Europe's second-largest organic food market, after Germany. Although there are no data to validate this position, France also takes a top-three position for organic-certified spices. The country is home to quite a number of organic retail formulas, including [Biocoop](#), [Naturalia](#), [La Vie Claire](#), [Les Comptoirs de la Bio](#), [Bio C'Bon](#) and [Naturéo](#). The French company [Arcadie](#) is the market leader in this segment, and also exports its spices, including rosemary, to organic retailers in the Netherlands and Belgium. Most of the organic rosemary sold in France is French rosemary and opportunities in this segment for foreign suppliers seem to be limited.

Dried rosemary is a key ingredient in the popular French dried herb mix 'Herbes de Provence'. Some brands carry the label 'Label Rouge'. Label Rouge-certified 'Herbes de Provence' guarantees superior quality compared to other similar products and complies with a specific mixture: 27% savoury, 27% oregano, 27% rosemary, and 19% thyme. The label was created in 2003 and is managed and promoted by the [Interprofessional Association of Herbes de Provence](#) (AIHP). The produced quantities have increased significantly, from [10 tonnes in 2003](#) to [43.8 tonnes in 2022](#).

In general, Label Rouge is open to all products, regardless of their geographical origin. An independent certification body, following a control plan validated by the [Institut national de l'origine et de la qualité](#) (INAO), monitors compliance with the requirements and product traceability.

France has two associations for spice companies. A lot of French companies are members of one of the two associations:

- [SNPE](#) groups companies that do the crushing and packaging of peppers, spices, herbs, and vanilla.
- [SYMTIA](#) is the umbrella organisation for manufacturers of technological mixtures for the food industry.

Figure 6: Dried rosemary and Herbes de Provence (Label Rouge) of French origin



Source: [GloballyCool](#), August 2024

France is a key supplier of essential oils and, hence, home to companies buying rosemary for this industry. For example, [Bontoux](#) and [Golgemma](#) produce natural aromatic ingredients / aromatic plant extracts for use in the perfumery, cosmetics, aromatherapy, and wellness industries.

Spain: producer of rosemary and rosemary essential oil

Spain is a major importer of spices and herbs, with approximately 110 companies dedicated to trading and manufacturing these products. In the category "miscellaneous spices and herbs", Spanish imports have shown a relatively stable upward trend over the last five years, with a compound annual growth rate (CAGR) of 3.9%.

There was an exceptional peak in 2020 when imports surged to 3.9 thousand tonnes, caused by the turbulent

trade situation that year because of international COVID-19 measures and trade restrictions. By 2023, the total imported volume reached 2.4 thousand tonnes. Morocco, Turkey, and Egypt all export dried rosemary to Spain.

In the retail sector, dried rosemary is predominantly sold under the private label brands of major supermarket chains, including Hacendado ([Mercadona](#)), [Consum](#), [Alcampo](#), and [El Corte Inglés](#). Companies that supply dried rosemary under private labels to these supermarkets include [Jesús Navarro](#), [Conservas Dani](#), La Especiera del Norte, and [Luis Penalva](#). [Ducros](#) (McCormick) is the leading brand/company selling dried rosemary. Another well-known brand is [Carmencita](#). The organic spice market is still relatively small, but will likely grow in the medium to long term.

The Spanish spice association [AEC](#), which currently has 20 members, represents Spanish spice companies. Key companies involved in the trade of spices and herbs in Spain include [El Clarin Spices](#), [Herbo Spice](#), [JJ Albarracín](#), [José Sánchez Aranda](#), [Omega Spice](#), and [Sabater](#).

Spain is a significant producer of rosemary, with the herb thriving primarily along the Mediterranean coast and in the mountainous regions of central Spain. Key areas include the Catalan coast, the Pyrenees, southern and eastern Castilla-La Mancha, Murcia, Valencia, Andalusia, and the Balearic Islands. Additionally, Spain ranks among the top three producers of rosemary essential oil, with notable companies like [Bordas](#) leading the industry.

Tips:

Targeting private label suppliers is an interesting strategic approach to the European market, as many rosemary products are sold under private labels in several European markets.

Explore the websites of European and national spice and herb associations to get more insights into the European market. These sites often publish member lists, which can help you identify potential buyers. See, for example, the [European Spice Association](#), [Seasoning and Spice Association](#) (the United Kingdom), [Fachverband der Gewürzindustrie](#) (Germany), [Koninklijke Nederlandse Specerijvereniging](#) (the Netherlands), [AEC](#) (Spain), and the French associations [SNPE](#) and [SYMtia](#).

4. Which trends offer opportunities or pose threats in the European dried rosemary market?

Several trends influence the demand for dried rosemary in Europe. Social and environmental sustainability are key topics for European buyers, making it important for dried rosemary suppliers to adopt sustainability practices. In addition, with European consumers becoming more health-conscious, there is an increasing demand for natural ingredients with health benefits. Rosemary is an important herb in the Mediterranean cuisine, which is perceived as one of the healthiest.

Sustainably-produced rosemary in demand

Sustainability has become a central focus in the European spice industry, with both social and environmental aspects being key concerns for European buyers. Major European spice companies have committed to buying spices and herbs sustainably and improving transparency across their supply chains. These sustainability objectives come from groups of companies, spice associations, or individual companies themselves.

A notable example is the [Sustainable Spice Initiative](#) (SSI), established in 2012 by a consortium of primarily European companies and organisations. Their mission is to create a unified strategy and lead

efforts in the sustainable production, processing, and global trade of spices, herbs, and dehydrated vegetables. They emphasise that sustainability must be an integral part of their long-term strategy.

Multiple European spice companies are members of the SSI initiative, including [Euroma](#), [FUCHS Gruppe](#), [McCormick](#), [Verstegen](#), and [Catz International](#). Additionally, some suppliers of dried rosemary from developing countries are taking part in the initiative and are working towards the same sustainability goals. These include [Altuntas](#) (Turkey), [Agrin Maroc](#) (Morocco), and [Uyar Spice](#) (Turkey). All [SSI members](#) have committed to the following:

- Strive for a fully-sustainable spices production and trade.
- By 2025, at least 25% of their product categories should be sustainably sourced. By 2030, at least 50% should be sustainably sourced.
- Implement Due Diligence policies and processes by 2025, with the goal of improving transparency and fostering continuous improvement in environmental and social matters.

Furthermore, they aim to measure and reduce the environmental footprint of their products and making a positive impact on farmers and workers.

In addition to the SSI Initiative, since 2022, the [European Spice Association](#) (ESA) has been developing a [Code of Conduct for responsible sourcing](#) to create more sustainable businesses. This Code of Conduct is based on the UN Guiding Principles, OECD Guidelines, and the core standards of the International Labor Organization (ILO). All [ESA members](#) must comply with it.

Several suppliers of dried rosemary from developing countries are members of the ESA, such as [Aphysem](#) (Morocco), [Al Dahlia](#) (Egypt), [Algaras Spices](#) (Egypt), [Giza Seeds](#) (Egypt), [Karya Agro](#) (Turkey), [Kütas](#) (Turkey), [Belmar](#) (Turkey), and [Ürün Tarım](#) (Turkey).

In conclusion, many European buyers prioritise sourcing sustainably-produced dried rosemary. Therefore, as a supplier, it is crucial to offer high-quality, sustainably-produced dried rosemary to improve your chances of success in the European market.

Healthy lifestyle and Mediterranean diets

Rosemary is an herb that is commonly used in Mediterranean cuisines. The Mediterranean diet is perceived as one of the healthiest diets and, moreover, a sustainable diet. Some of its benefits include reducing the risk of cardiovascular diseases and type 2 diabetes. According to the [World Health Organization](#) (WHO), 15 countries in Europe recommend or implement policies based on the Mediterranean (and New Nordic) diet, highlighting the health benefits of these diets.

In 2023, the EU started funding a project through the [PRIMA](#) programme that promotes the Mediterranean diet and lifestyle, called the [MEDIET4ALL](#) project. The project's purpose is to support people in the transition from consuming large amounts of highly-processed foods to adopting a modern and sustainable Mediterranean diet. As such, it wants to contribute to a positive change in people's eating and lifestyle habits. The project is led by ten partners from eight different countries in the Euro-Mediterranean region.

Overall, European consumers are becoming more health conscious and are looking for products that contain natural ingredients, including spices and herbs. For example, the European food-service distributor [Bidfood](#) emphasises the healthy food trend 'Mind, Mood, and Body' in the United Kingdom. UK consumers find it important to make healthier lifestyle choices, even when dining out. When eating out, 48% of consumers are interested in foods that benefit their physical health, while 33% prioritise foods that also support their mental health and mood.

Growth of the ready-to-eat and easy-to-prepare meals

With their increasingly busy lifestyles, European consumers have less time to cook and are turning more frequently to ready-to-eat or easy-to-prepare meals from supermarkets. These ready-to-eat meals often contain spices and herbs. In Mediterranean, French, or Italian meals, rosemary is often included as an ingredient. Also, in products like focaccia and easy-to-prepare potatoes.

Figure 7: Ready meals with rosemary as an ingredient in the Dutch market



Source: [GloballyCool](#), August 2024

Ready-to-eat meals have become very popular in recent years. Currently, [ready-to-eat meals account for 17% of the calories consumed in the EU](#). 90% of British consumers eat ready-to-eat meals, with 40% doing so at least once a week. Furthermore, in the period from 2008 to 2023, the consumption of ready-to-eat meals grew by 63% in Spain. In Germany and Italy, the growth was slightly lower but still impressive, varying between 40% and 60%. Overall, the European ready-to-eat market will experience a [2% annual volume growth between 2024 and 2029](#).

Tips:

Read our study on '[Which trends offer opportunities or pose threats in the European spices and herbs market?](#)' to get a deeper understanding of all the current trends in the spices and herbs sector.

Research the sustainability policies of European spice companies or follow the principles of the [Sustainable Agriculture Network \(SAN\)](#) to understand which sustainability practices you should integrate into your company's processes.

Read our news item, [Sustainability: essential to success in the European spice sector](#) to get more insights into sustainability and free tools that can help you.

Promote rosemary as part of the healthy Mediterranean diet: highlight the use of rosemary as a key herb in the Mediterranean diet. Focus on selling rosemary to buyers who in turn target health-conscious European consumers who want natural ingredients that support a healthy lifestyle.

Offer rosemary-based spices for ready-to-eat meals. Create and market rosemary spice blends for ready-to-eat meals, targeting European food manufacturers. Position these blends as flavourful and healthy, appealing to the growing number of consumers who prefer quick, easy, and healthy meal options.

[GloballyCool](#) carried out this study on behalf of CBI.

Please review our [market information disclaimer](#).