Organic Saffron Market Research Report - Information by Product Type (Thread, Powder and Liquid), Distribution Channel [Store-Based (Supermarkets & Hypermarkets, Convenience Stores and others) and Non-Store-Based] and Region (North America, Europe, Asia-Pacific and Rest of the World) - Forecast till 2024

Market Scenario

Organic saffron is the saffron produced by adopting organic farming practices, which does not involve the use of harmful chemicals and fertilizers during farming. Increasing adoption of a healthy lifestyle among the consumers is encouraging the farmers to adopt organic farming. The Organic Saffron Market is projected to be valued at USD 395.15 Million by the end of 2024 with registering 6.10% CAGR during the forecast period of 2019–2024. The global organic saffron market has witnessed substantial growth in terms of product launches. Key manufacturers are introducing new products in several countries for the rising acceptance of organic saffron. However, the higher price of organic saffron as compared to the conventional saffron is anticipated to restrict the growth of the global organic saffron market during the forecast period.

Segmentation

The global organic saffron market has been segmented based on form, distribution channel, and region.

The global organic saffron market has been classified, based on form, into thread, powder, and liquid.

The global organic saffron market has been divided, based on distribution channel, into store-based, non-store-based. The store-based distribution channel segment is further segmented into supermarkets & hypermarkets, convenience stores, others.

The global organic saffron market has been analyzed for four key regions—North America, Europe, Asia-Pacific, and the rest of the world. The North American organic saffron market has further been segmented into the US, Canada, and Mexico.

The European organic saffron market has been classified into the UK, Germany, France, Italy, Spain, and the Rest of Europe.

The organic saffron market in Asia-Pacific has been segmented into China, India, Japan, Australia and New Zealand, and the rest of Asia-Pacific. The organic saffron market in the rest of the world has been segmented into South America, the Middle East, and Africa.

Key Players

Mehr Saffron (Iran), Rowhani Saffron Co.(Iran), Spicely Organics (US), Frontier Natural Products Co-op. (Norway), Valgosa S.L. (Spain), Epicure Garden (US), Alpen Food Group B.V. (Netherlands), Tatva Health & Wellness Private Limited (India), Organic India, Inc. (India), and Noor Brand Saffron (India) are some of the key players in the global organic saffron market.

Regional Market Summary

Global Organic Saffron Market Share (%), by Region, 2018
Among the regions, Asia-Pacific is estimated to retain its dominance throughout the forecast period of 2019–2024 in terms of both value and volume. The growth of the organic saffron market in the region is expected to be driven by several factors. Rising health awareness among the consumers in the Asia-Pacific is anticipated to upsurge the growth of the organic saffron market during the forecast period. The demand for organic saffron is increasing among consumers due to its use in several desserts in various countries. The consumption of organic saffron is high in China, India, and Indonesia. The consumption of organic saffron is high in the Middle East, especially in the GCC countries and Iran. Europe is also expected to witness massive growth over the last few years, owing to the increasing consumer inclination towards organic food and beverages. The use of organic saffron is gaining traction in the production process of homemade desserts across the region.

**Global Organic Saffron Market, by Form**
- Thread
- Powder
- Liquid

**Global Organic Saffron Market, by Distribution Channel**
- Store-Based
  - Supermarkets & Hypermarkets
  - Convenience Stores
  - Others
- Non-Store-Based

**Global Organic Saffron Market, by Region**
- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - France
  - Italy
  - Spain
  - UK
  - Rest of Europe
- Asia-Pacific
  - Japan
  - China
  - India
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