



Global Cinnamon Market

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 1.1 bn
Forecast (2031)	USD 1.8 bn
CAGR (2021-2031)	7.9%
Study period	2021-2031
Largest region	Asia-Pacific · 38.6%
Fastest-growing region	Middle East and Africa · 9.1%
Market concentration	Low
Licence	Individual / Company

The global cinnamon market reached USD XXX billion in 2025 and is forecast to expand to USD XXX billion by 2031, advancing at a CAGR of XX%. Growth is being led by industrial bakery, beverages, premium Ceylon cinnamon, natural flavour systems and traceable retail spices. Asia-Pacific accounted for XX% of market value in 2025, while the Middle East and Africa is forecast to record the fastest regional CAGR at XX%. Supply-chain verification, heavy-metal control and species authentication are becoming decisive purchasing criteria across regulated markets.

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Executive summary

The global cinnamon market reached USD XXX billion in 2025 and is forecast to expand to USD XXX billion by 2031, advancing at a CAGR of XX%. Growth is being led by industrial bakery, beverages, premium Ceylon cinnamon, natural flavour systems and traceable retail spices. Asia-Pacific accounted for XX% of market value in 2025, while the Middle East and Africa is forecast to record the fastest regional CAGR at XX%. Supply-chain verification, heavy-metal control and species authentication are becoming decisive purchasing criteria across regulated markets.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global cinnamon market generated USD XXX billion in 2025 and will reach USD XXX billion in 2031.
- FAOSTAT recorded XXX tonnes of global cinnamon production in 2023, with Indonesia, China, Vietnam and Sri Lanka contributing approximately XX% of output.
- Cassia species represented XX% of global market value in 2025, supported by broad availability and cost-efficient use in mass-market food manufacturing.
- Powder was the largest product form at XX% of 2025 value, while essential oils and oleoresins will grow fastest at a CAGR of XX%.
- Food and bakery applications accounted for XX% of 2025 demand; beverages will expand at XX% annually through 2031.
- Asia-Pacific held XX% of global value in 2025, reflecting its dominant production base and high culinary consumption.
- Sri Lanka exported USD XXX million of cinnamon in 2024; Mexico alone represented XX% of that value, according to the Sri Lanka Export Development Board.
- Sri Lanka has approximately XXX hectares under cinnamon cultivation and the sector supports nearly XXX people directly and indirectly.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

Global Cinnamon Market Trends and Growth Drivers

Cinnamon demand sits at the intersection of deeply established culinary use and faster-growing natural-ingredient categories. Bakery and household consumption provide the stable volume base, while beverages, botanical supplements, essential oils and origin-certified retail products increase the market's value intensity.

The supply side is highly concentrated geographically but fragmented commercially. Smallholders, collectors, peelers, grinders and exporters must coordinate quality across multiple handling stages, making traceability and process control as commercially important as crop availability.

Food-safety enforcement is restructuring competitive advantage. Buyers are rewarding suppliers that can demonstrate species identity, heavy-metal and pesticide compliance, validated pathogen reduction and complete lot histories, while poorly controlled commodity channels face higher rejection and recall risk.

Growth drivers

Bakery and beverage flavour expansion

Cinnamon is moving beyond seasonal bakery lines into year-round cereals, coffee beverages, dairy alternatives, snack coatings and ready-to-drink products. Large manufacturers benefit from its strong flavour recognition and compatibility with reduced-sugar formulations, lifting both industrial powder and extract demand.

Ceylon cinnamon premiumization

Ceylon cinnamon commands a substantial premium through its delicate sensory profile, lower coumarin content and protected-origin story. Exporters with GI-compliant controls, premium quill grades and direct customer relationships are shifting the category mix toward higher-value transactions.

Natural flavour replacement

Food, beverage and personal-care formulators are replacing artificial flavour systems with recognizable botanical ingredients. Cinnamon powder, essential oil and oleoresin benefit from label familiarity and the ability to deliver flavour at low inclusion rates.

Functional wellness formulations

Cinnamon is gaining placement in herbal teas, botanical blends, gummies, capsules and metabolic-wellness formulations. Demand growth is strongest for authenticated species, standardized extracts and materials supported by complete contaminant documentation.

Origin processing investment

New grinding, sorting, steam-treatment, extraction and packing capacity is increasing the exportable value of cinnamon in producing countries. Origin processors can now supply tighter particle-size, microbial and packaging specifications directly to industrial customers.

Organic and traceable retail spices

Premium grocers and digital retailers are allocating more shelf space to organic, single-origin and transparently sourced spices. QR-enabled provenance and farmer-level sourcing narratives support higher realized prices and repeat purchasing.

Restraints

Heavy-metal and adulteration risk

Regulatory findings involving elevated lead in ground cinnamon have raised testing intensity and supplier onboarding costs. Importers increasingly require lot-level heavy-metal panels, authenticated species and documented control of grinding and storage operations.

Concentrated crop supply

Commercial production is concentrated in four Asian origins, making global availability sensitive to rainfall, labour access, tree-management cycles and port disruption. Buyers without diversified origin portfolios face sharper price and lead-time movements.

Coumarin-related formulation limits

Cassia naturally contains more coumarin than Ceylon cinnamon, constraining inclusion rates in certain European bakery, cereal, dessert and beverage products. Reformulation can require more expensive species substitution or tighter raw-material standardization.

Fragmented grading and price pressure

Smallholder fragmentation and inconsistent grade terminology increase inspection, aggregation and reprocessing requirements. Commodity buyers continue to exert price pressure on bulk bark, limiting investment among suppliers without differentiated quality systems.

Cinnamon Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Bakery and beverage flavour expansion	XXX	XXX	XXX
Ceylon cinnamon premiumization	XXX	XXX	XXX
Natural flavour replacement	XXX	XXX	XXX
Functional wellness formulations	XXX	XXX	XXX
Origin processing investment	XXX	XXX	XXX
Organic and traceable retail spices	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Heavy-metal and adulteration risk	XXX	XXX	XXX
Concentrated crop supply	XXX	XXX	XXX
Coumarin-related formulation limits	XXX	XXX	XXX
Fragmented grading and price pressure	XXX	XXX	XXX

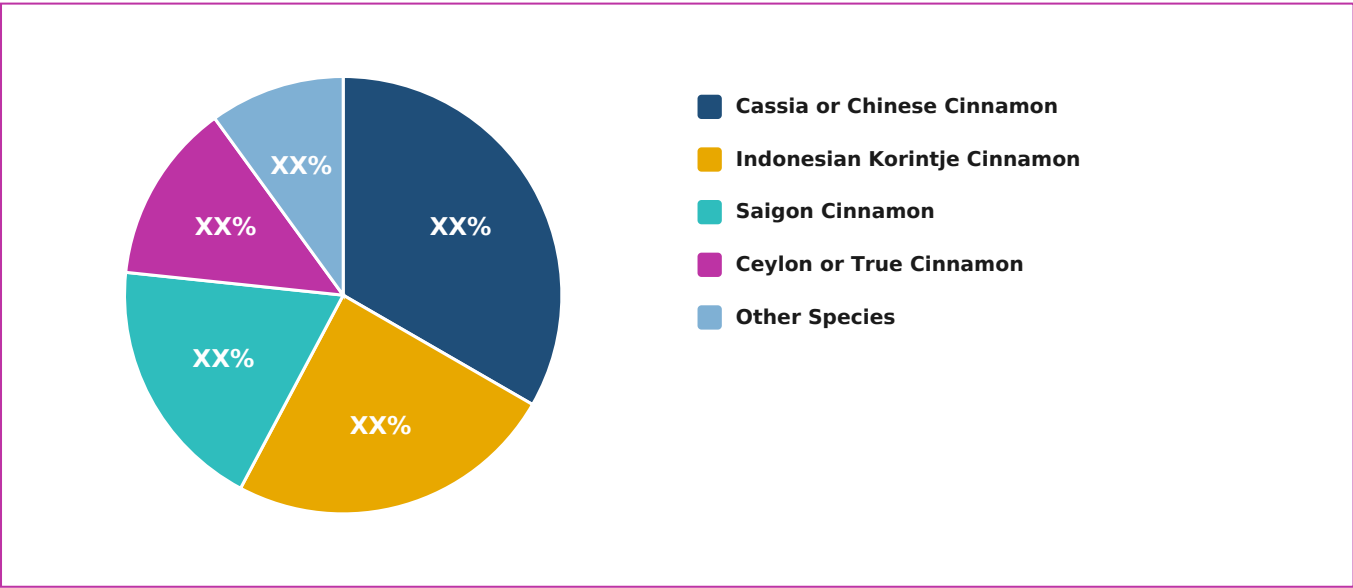
Source: XXX

Cinnamon Market Segmentation by Species, Form and Application

By Species

Cassia dominates industrial and household demand because China, Indonesia and Vietnam provide broad availability at competitive prices. Ceylon cinnamon occupies a premium tier built around its delicate flavour, lower coumarin profile and Sri Lankan origin. Saigon cinnamon will record strong growth in high-impact flavour applications, while Ceylon cinnamon posts the fastest value CAGR.

Value share by species, 2025



Source: XXX

Value by species, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Cassia or Chinese Cinnamon	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Indonesian Korintje Cinnamon	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Saigon Cinnamon	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Ceylon or True Cinnamon	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Species	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

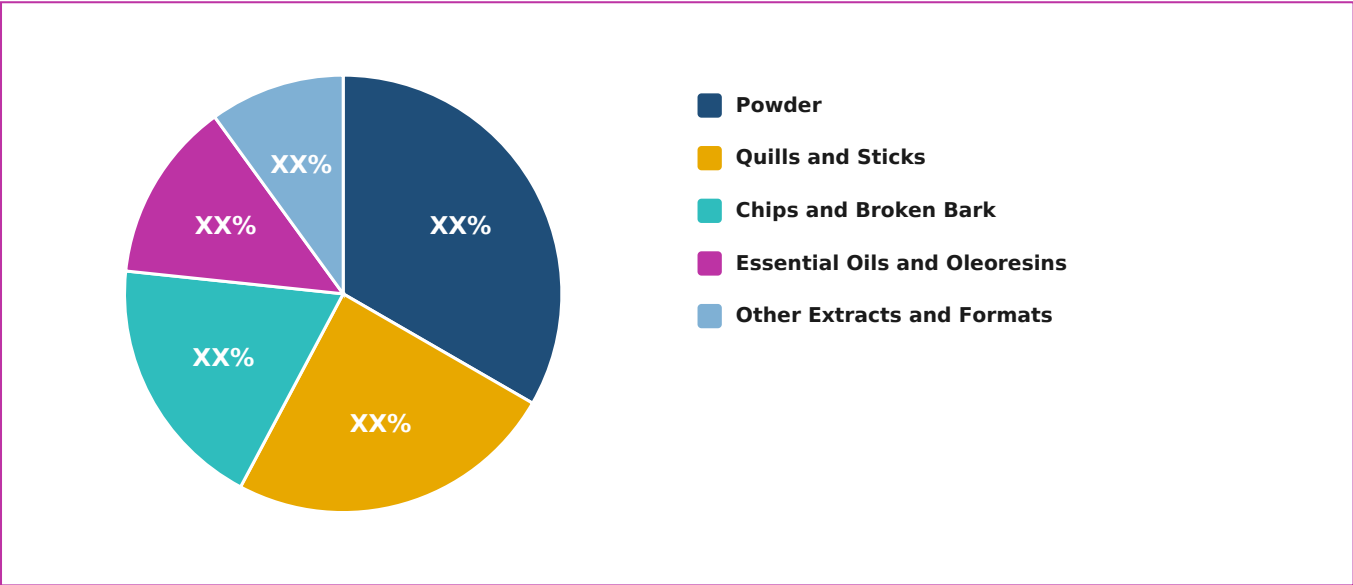
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By Form

Powder leads because it integrates efficiently into bakery, cereal, seasoning and retail products, although it requires the most rigorous adulteration and contaminant controls. Whole quills and sticks retain importance

in household, foodservice and beverage preparation. Oils, oleoresins and liquid extracts grow fastest as manufacturers seek concentrated flavour, dosing consistency and lower logistics weight.

Value share by form, 2025



Source: XXX

Value by form, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Powder	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Quills and Sticks	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Chips and Broken Bark	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Essential Oils and Oleoresins	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Extracts and Formats	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Nature

Conventional material remains dominant across industrial bakery, foodservice and price-sensitive retail. Organic cinnamon earns a widening premium in Europe and North America, especially when combined with single-origin claims and verified heavy-metal testing. Supply expansion depends on farm-level certification, segregation and dependable organic processing capacity.

Value by nature, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Certified Organic	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Bakery, cereal, confectionery and savoury foods form the category's largest demand base. Beverage usage is accelerating in tea, coffee, dairy alternatives, spirits and functional drinks. Nutraceuticals and personal care remain smaller but deliver attractive margins for standardized extracts, essential oils and fully documented botanical ingredients.

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Food and Bakery	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Beverages	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Household and Foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Nutraceuticals and Supplements	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Personal Care and Other Industrial Uses	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

Industrial processors, ingredient distributors and foodservice wholesalers account for most commercial value because they aggregate high-volume contracts and manage technical specifications. Modern retail remains the principal consumer channel. Online retail is expanding from a smaller base through premium whole-spice, organic and origin-specific assortments.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Industrial and Ingredient Distribution	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice Wholesale	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Supermarkets and Hypermarkets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Specialty and Traditional Retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Online Retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

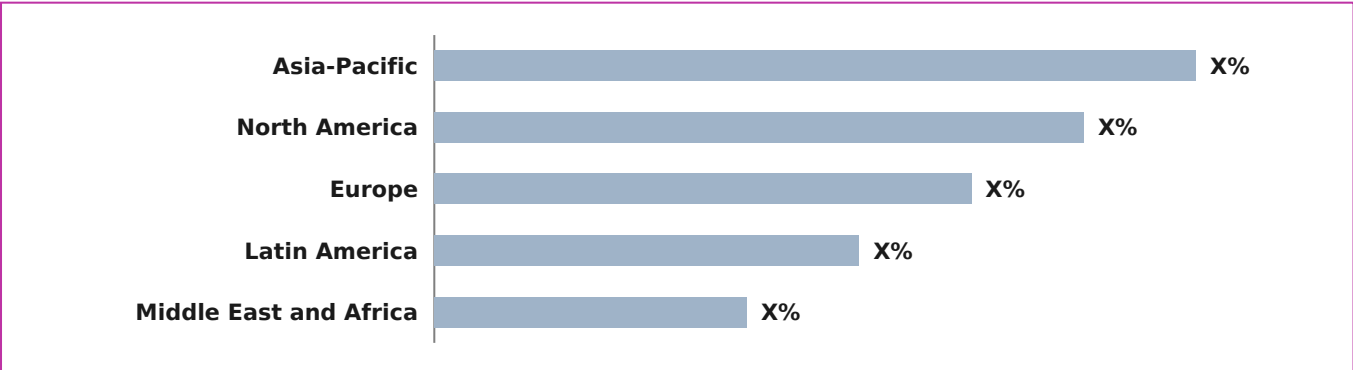
Cinnamon Market Regional Analysis and Country Outlook

Asia-Pacific accounted for XX% of global cinnamon value in 2025 and remains the centre of cultivation, primary processing and intra-regional consumption. China, Indonesia and Vietnam dominate cassia output, while Sri Lanka controls the premium Ceylon cinnamon supply chain. Investment is concentrating in steam treatment, colour sorting, grinding, extraction and export packing as origin suppliers pursue a larger share of downstream value.

North America represented XX% of 2025 value, supported by industrial bakery, breakfast cereal, seasonal beverages, supplements and a large retail-spice category. The United States remains a major importer of Indonesian, Vietnamese and Sri Lankan cinnamon, but procurement is becoming more specification-driven following FDA action on elevated lead in ground products. Suppliers with validated preventive controls and rapid lot documentation will gain share.

The Middle East and Africa will post the fastest regional CAGR of XX% through 2031. Population growth, established use of cinnamon in tea, rice, meat and confectionery, expanding modern retail and Gulf re-export activity underpin the outlook. Europe will remain the leading market for certified organic and lower-coumarin Ceylon cinnamon, while Mexico, Peru and Colombia sustain Latin America's distinctive preference for Sri Lankan-origin material.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

Cinnamon Market Competitive Landscape and Company Share

The cinnamon market is structurally fragmented, with thousands of growers and local aggregators feeding a smaller group of exporters, sterilization operators, extract manufacturers and branded spice companies. McCormick & Company, ofi, Fuchs Gruppe and Nedspice possess broad sourcing, quality-control and multinational customer coverage, but no supplier commands a dominant global cinnamon share.

Competition increasingly turns on contaminant prevention, microbial reduction, species authentication and the ability to deliver consistent sensory profiles across harvests. Integrated operators are investing in direct grower programmes and origin processing, while branded firms use organic certification, single-origin positioning and proprietary blends to separate their products from commodity powder.

Transaction activity is more visible in the wider seasoning and botanical-ingredient industry than in cinnamon cultivation itself. Strategic direction through 2031 will favour traceable supply platforms, extraction capability and acquisition of regional brands or processors that provide access to premium retail, beverage and nutraceutical customers.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
McCormick & Company, Inc.	XXX	XXX	XXX	XXX
ofi	XXX	XXX	XXX	XXX
Fuchs Gruppe	XXX	XXX	XXX	XXX
Nedspice Group	XXX	XXX	XXX	XXX
Kerry Group plc	XXX	XXX	XXX	XXX
Frontier Co-op	XXX	XXX	XXX	XXX
Watkins Incorporated	XXX	XXX	XXX	XXX
Bio Foods Pvt Ltd	XXX	XXX	XXX	XXX
EOAS Organics	XXX	XXX	XXX	XXX
HDDES Group	XXX	XXX	XXX	XXX
Rathna Producers Cinnamon Exports Pvt Ltd	XXX	XXX	XXX	XXX
Vinapro Group	XXX	XXX	XXX	XXX

Source: XXX

Global Cinnamon Market Forecast and Investment

Opportunities

The market will expand from USD XXX billion in 2025 to USD XXX billion by 2031. Volume growth will remain steady, while value growth will be reinforced by quality-assurance costs, origin differentiation, certified organic supply and a greater proportion of oils, oleoresins and standardized ingredients.

The strongest suppliers will combine diversified farm networks with control of drying, grinding, steam treatment, testing and export packing. Ceylon cinnamon will gain share in premium European and North American formulations, although cassia will retain leadership in mass-market bakery, beverages and household cooking.

Upside to the forecast comes from faster adoption of cinnamon in functional beverages and botanical supplements. The principal downside scenario combines repeated contaminant incidents, aggressive regulatory intervention and weather-related crop losses; even under that scenario, established culinary usage preserves a resilient demand base.

Opportunities

- Low-coumarin Ceylon cinnamon for European bakery and wellness products
- Steam-sterilized and validated low-heavy-metal powder for North American brands
- Cinnamon oils, oleoresins and standardized extracts for high-margin formulations
- Digital farm-to-lot traceability and species-authentication services
- Consumer-ready products produced and packed in Sri Lanka, Vietnam and Indonesia
- Regenerative, organic and smallholder-inclusive sourcing programmes

This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.