



Global Vanilla 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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Indicator	Value
Market size (2025)	USD 1.2 bn
Forecast (2031)	USD 1.7 bn
CAGR (2021-2031)	6.6%
Study period	2021-2031
Largest region	North America · 34.8%
Fastest-growing region	Asia-Pacific · 8.1%
Market concentration	Moderate
Licence	Individual / Company

The global vanilla market generated USD XXX billion in 2025 and will reach USD XXX billion by 2031, expanding at a XX% CAGR. Liquid extracts lead product-form revenue, while food and beverages account for XX% of demand. North America remains the largest consuming region, and Asia-Pacific is the fastest-growing regional market. Supply diversification, traceable sourcing, premium food formulation and the adoption of Codex CXS 367-2026 will reshape procurement and quality strategies through 2031.

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Executive summary

The global vanilla market generated USD XXX billion in 2025 and will reach USD XXX billion by 2031, expanding at a XX% CAGR. Liquid extracts lead product-form revenue, while food and beverages account for XX% of demand. North America remains the largest consuming region, and Asia-Pacific is the fastest-growing regional market. Supply diversification, traceable sourcing, premium food formulation and the adoption of Codex CXS 367-2026 will reshape procurement and quality strategies through 2031.

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

Key findings

- The global vanilla market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031.
- Global raw vanilla production totaled XXX metric tons in 2023, according to FAOSTAT.
- Madagascar produced XXX metric tons in 2023, representing XX% of recorded global output.
- Indonesia produced XXX metric tons in 2023, making it the second-largest producing country.
- Madagascar exported USD XXX million and XXX metric tons of vanilla under HS 0905 in 2023, according to UN Comtrade data distributed by the World Bank WITS platform.
- Madagascar shipped USD XXX million of vanilla to the United States and USD XXX million to France in 2023.
- Liquid extracts accounted for XX% of 2025 market revenue, supported by scalable dosing and broad bakery, dairy and beverage use.
- Food and beverage applications represented XX% of 2025 demand, with bakery and confectionery forming the largest application cluster.

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 Vanilla Market Trends and Growth Drivers

Vanilla operates through an unusually long and labor-intensive value chain. Flowers are hand-pollinated, green beans mature over several months, and curing converts an odorless crop into a complex ingredient through killing, sweating, drying and conditioning. The resulting lag between planting decisions and exportable supply amplifies the effect of weather, inventory and farmgate prices.

The 2023-2025 cycle was defined by Madagascar's price liberalization, the release of accumulated stocks and sharp compression in export prices. Lower input costs revived buyer interest and natural-vanilla formulation, but the same price correction reduced grower incentives and increased the importance of multi-year contracts, quality premiums and diversified household income.

Demand is increasingly specification-led. Buyers are purchasing sensory performance, authenticity, residue compliance, origin documentation and supply resilience alongside vanillin content, creating a widening value gap between anonymous commodity beans and fully traceable processed ingredients.

Growth drivers

Clean-label natural flavor conversion

Food manufacturers are reformulating premium products around recognizable ingredients and natural flavor declarations. Vanilla extracts and concentrates benefit because they supply a familiar sensory profile across bakery, dairy, confectionery and beverages while supporting shorter ingredient lists.

Premium bakery and dairy expansion

Premium ice cream, cultured dairy, pastries and chocolate use vanilla both as a characterizing flavor and as a modifier of cocoa, caramel and dairy notes. Growth is strongest where branded manufacturers and foodservice operators are widening premium tiers and seasonal menus.

Asia-Pacific consumption acceleration

Urban consumers across China, India and Southeast Asia are purchasing more premium frozen desserts, café beverages and Western-style baked goods. Regional manufacturers are also increasing local production of personal-care and fragrance products that use vanilla extracts and accords.

Traceable sourcing premiums

Large buyers are moving from transactional spot purchases toward mapped farmer networks, multi-year contracts and verified environmental and social programs. Traceability raises supplier retention and supports premium pricing for consistent moisture, vanillin content and residue performance.

Format and extraction innovation

Concentrated extracts, alcohol-free systems, dispersible powders and bake-stable pastes broaden vanilla's use in industrial and consumer formulations. Application-specific products improve dosing economics and enable suppliers to capture more value than cured-bean trading alone.

Supply-origin diversification

Processors are qualifying secondary origins to reduce dependence on Madagascar and to access different sensory profiles. Indonesia, Papua New Guinea, Uganda, Mexico and French Polynesia provide differentiated smoky, woody, floral and anisic notes for premium positioning.

Restraints

Vanilla price-cycle volatility

Rapid shifts between shortage pricing and inventory liquidation disrupt farmer incentives, processor margins and customer purchasing schedules. The collapse from elevated prices to approximately USD XXX per kilogram in Madagascar during 2024 restored buyer activity but weakened the economics of crop maintenance.

Climate and geographic concentration

A large share of internationally traded Bourbon vanilla originates in Madagascar's cyclone-exposed northeast. Storm damage, irregular rainfall and flowering disruption can affect several crop years because new vines require time to reach productive maturity.

Synthetic vanillin substitution

Cost-sensitive food manufacturers can reproduce a basic vanilla note with synthetic vanillin at a fraction of the cost of cured-bean derivatives. Natural vanilla retains a sensory and label advantage, but the substitution ceiling limits penetration in mainstream, high-volume products.

Quality and compliance failures

Premature harvesting, inadequate curing, adulteration and residue failures reduce usable supply and create expensive testing or rejection events. Codex harmonization raises the commercial cost of inconsistent moisture, vanillin content and documentation.

Smallholder income compression

Low green-bean prices can prompt farmers to reduce hand pollination, abandon vines or switch acreage to alternative crops. The resulting lagged supply response raises the probability of another tightening cycle later in the forecast period.

Driver and Restraint Impact on the Vanilla Market Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Clean-label natural flavor conversion	XXX	XXX	XXX
Premium bakery and dairy expansion	XXX	XXX	XXX
Asia-Pacific consumption acceleration	XXX	XXX	XXX
Traceable sourcing premiums	XXX	XXX	XXX
Format and extraction innovation	XXX	XXX	XXX
Supply-origin diversification	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Vanilla price-cycle volatility	XXX	XXX	XXX
Climate and geographic concentration	XXX	XXX	XXX
Synthetic vanillin substitution	XXX	XXX	XXX
Quality and compliance failures	XXX	XXX	XXX
Smallholder income compression	XXX	XXX	XXX

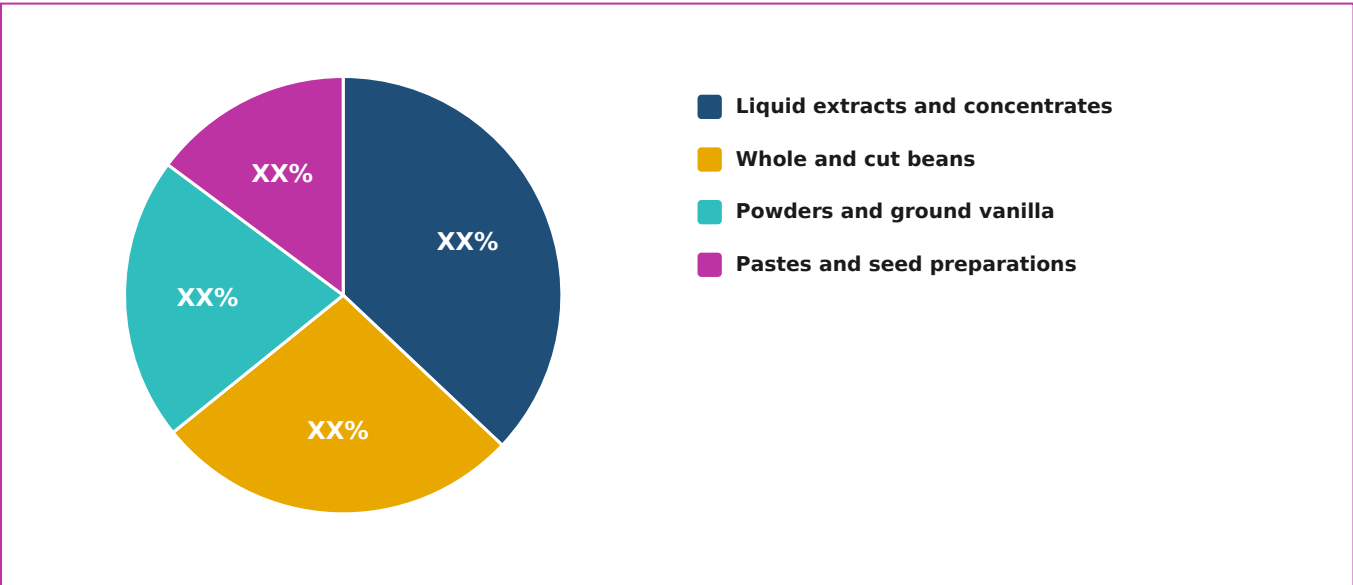
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Vanilla Market Segmentation by Form, Species, Certification and Application

By Product Form

Liquid extracts dominate because they are scalable, readily dosed and compatible with bakery, dairy, beverage and household applications. Whole beans retain premium culinary and foodservice positioning, while powders benefit dry mixes and low-moisture formulations. Pastes grow fastest as visible seeds, concentrated flavor and convenient handling support premium bakery and direct-to-consumer products.

Value share by product Form, 2025



Source: XXX

Value by product Form, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Liquid extracts and concentrates	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Whole and cut beans	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Powders and ground vanilla	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pastes and seed preparations	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

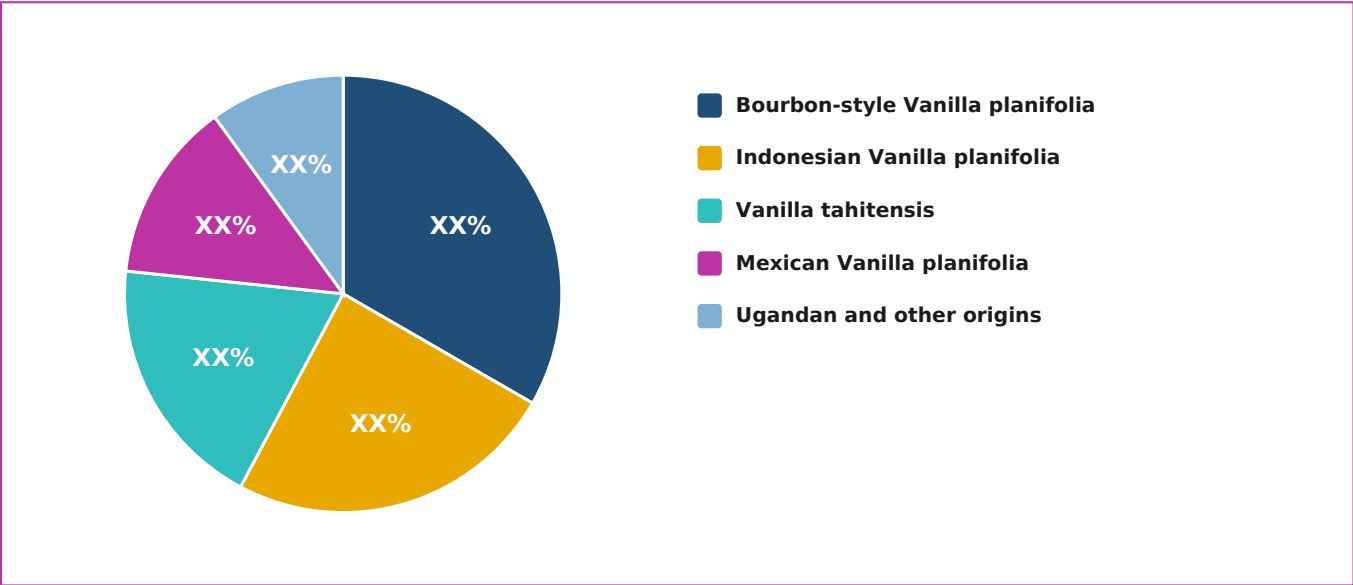
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By Species and Origin Style

Bourbon-style planifolia from Madagascar and neighboring Indian Ocean origins remains the commercial benchmark for creamy, sweet and rounded profiles. Indonesian planifolia provides smoky and woody differentiation, while Mexican planifolia commands premiums through heritage and scarcity. Tahitensis

grows fastest in fine pastry, fragrance and premium culinary applications because of its floral and anisic profile.

Value share by species and Origin Style, 2025



Source: XXX

Value by species and Origin Style, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Bourbon-style Vanilla planifolia	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Indonesian Vanilla planifolia	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Vanilla tahitensis	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Mexican Vanilla planifolia	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Ugandan and other origins	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Certification and Sourcing Model

Conventional traceable programs lead because multinational buyers increasingly require farm mapping and lot-level documentation without mandating a consumer-facing certification. Certified organic and sustainability-certified vanilla earn premiums in Europe and North America. Conventional commodity supply remains important in price-sensitive applications but loses share as authenticity and due-diligence requirements tighten.

Value by certification and Sourcing Model, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventional traceable	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Conventional commodity	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Certified organic	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Sustainability-certified and fair-trade programs	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Food and beverages dominate because vanilla is both a primary flavor and a modifier that rounds cocoa, dairy, caramel and fruit profiles. Personal care and fragrance applications grow faster from a smaller base as gourmand scents and natural-origin narratives remain influential. Foodservice and household use benefit from premium baking, specialty coffee and direct-to-consumer extract brands.

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Food and beverages	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice and artisanal	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Personal care and cosmetics	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Fragrance and home care	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Household and other uses	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

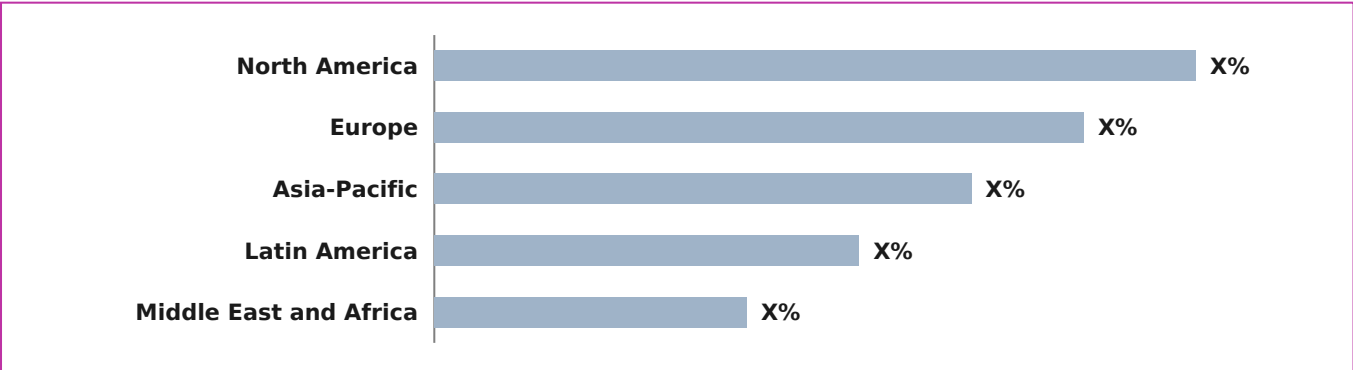
Vanilla Market Regional Analysis and Country Outlook

North America generated XX% of global vanilla revenue in 2025. The United States anchors demand through industrial bakery, premium ice cream, confectionery, nutritional products and a large household-extract category; it was also Madagascar's largest individual vanilla destination in 2023 at USD XXX million. Buyers increasingly combine forward contracts for traceable Bourbon vanilla with multi-origin inventories and application-specific extracts.

Europe accounted for XX% of 2025 revenue, led by France, Germany, the United Kingdom, Italy and the Netherlands. France and the Netherlands operate as consumption, processing and redistribution hubs, while EU rules governing natural flavor claims, food information and organic certification reinforce demand for documented origin and composition. Regional growth centers on premium bakery, chocolate, dairy alternatives, fine fragrance and certified supply chains.

Asia-Pacific is forecast to grow at XX% annually through 2031. Indonesia combines substantial production with domestic processing potential, while China, Japan, India, South Korea and Southeast Asia provide expanding demand for premium desserts, beverages and cosmetics. Africa and Latin America remain smaller consumption markets but are strategically important production regions, with Madagascar, Uganda, Mexico and other origins attracting investment in curing, extraction and direct sourcing.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Asia-Pacific	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

Vanilla Market Competitive Landscape and Company Share

The vanilla market has moderate concentration. Global flavor houses including Symrise, Givaudan, IFF and dsm-firmenich compete through extraction technology, formulation expertise and multinational customer access, while specialists such as Nielsen-Massey, PROVA, Lochhead Manufacturing and Virginia Dare hold strong positions in premium extracts and customer-specific vanilla systems.

Upstream advantage depends on direct origin relationships, curing control, inventory finance and the ability to manage volatile crop cycles. Symrise operates an integrated Madagascar supply chain linked to thousands of farmers, while specialist traders and processors differentiate through origin portfolios, sensory grading, organic certification and rapid customization.

Strategic investment is moving toward local extraction, farmer mapping, regenerative agriculture, residue analytics and co-product utilization. Consolidation across the wider flavors industry strengthens purchasing scale and application support, but origin specialists retain defensible positions where provenance, small-batch quality and customer collaboration determine value.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Symrise AG	XXX	XXX	XXX	XXX
Givaudan SA	XXX	XXX	XXX	XXX
International Flavors & Fragrances Inc.	XXX	XXX	XXX	XXX
dsm-firmenich	XXX	XXX	XXX	XXX
McCormick & Company, Inc.	XXX	XXX	XXX	XXX
Nielsen-Massey Vanillas, Inc.	XXX	XXX	XXX	XXX
PROVA SAS	XXX	XXX	XXX	XXX
Lochhead Manufacturing Company	XXX	XXX	XXX	XXX
Virginia Dare Extract Co., Inc.	XXX	XXX	XXX	XXX
MANE	XXX	XXX	XXX	XXX
Eurovanille SAS	XXX	XXX	XXX	XXX
Aust & Hachmann Canada Ltd.	XXX	XXX	XXX	XXX

Source: XXX

Global Vanilla Market Forecast and Strategic Opportunities

Global market value will rise from USD XXX billion in 2025 to USD XXX billion in 2031. Volume growth, a richer mix of processed ingredients and gradual recovery from depressed bean prices will support expansion, although annual revenue will continue to reflect inventory and crop-price cycles.

The base case assumes steady natural-flavor adoption, faster Asia-Pacific demand and a progressive rebalancing of production beyond Madagascar. An upside scenario emerges if low current prices accelerate natural-vanilla reformulation and premium foodservice growth; the principal downside scenario is a prolonged farmgate slump followed by crop abandonment and renewed supply scarcity.

Suppliers that secure diversified origin access and translate raw vanilla into stable, specification-led ingredients will capture the strongest returns. Multi-year grower programs, local value addition, Codex-aligned quality systems and sensory differentiation will matter more than spot-market scale alone.

Opportunities

- Origin diversification into Indonesia, Papua New Guinea, Uganda and Mexico
- Regenerative, organic and fully traceable supply contracts
- Local extraction and value addition in producing countries
- High-solubility powders and low-alcohol extracts for industrial formulation
- Premium single-origin vanilla for foodservice and direct-to-consumer channels
- Upcycling of exhausted beans and extraction co-products

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