

Spices (Ginger, Turmeric, Pepper, Chilli)



1. Offer Analysis

Description & Market Trends

Spices such as ginger, turmeric, black pepper, and chilli pepper are witnessing growing demand in New Zealand, driven by their dual roles as flavour enhancers and functional foods. Over the last four years, the demand for these spices has seen a steady increase of 20% overall. Spices in functional drinks, immunity-boosting shots, and ready-to-use blends have surged, especially following the COVID-19 pandemic, as consumers increasingly prioritise health benefits alongside taste.

Products like turmeric lattes and ginger health shots are popular, reflecting the broader trend of incorporating traditional remedies into modern functional food categories. Organic and sustainably sourced spices are gaining traction in the region, with New Zealand consumers showing a preference for high-quality, ethically produced options. The global herbs and spices market is projected to grow steadily, focusing on innovative applications like spice-infused snack bars and beverages.

"I am focusing on turmeric with high curcumin content and exploring other functional ingredients for natural and authentic health solutions."

Interview with NZ Importer

15.8
MILLION

Total value NZD of Ginger, Turmeric, Black Pepper and Chilli Pepper imported to NZ in 2023

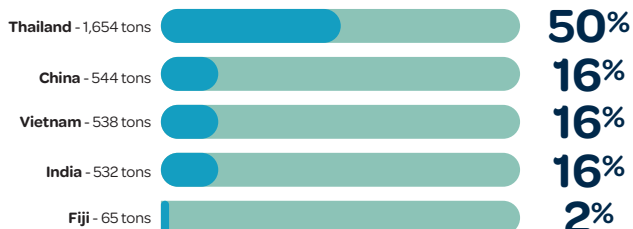


8 IN 10

New Zealanders actively seek health benefits from specific foods, beverages, vitamin supplements or OTC medications*

* According to an IRI Health & Wellbeing Survey conducted over 1,000 people, 2021.

Leading exporters of Spices to New Zealand in 2024



2. Market Access

Biosecurity requirements and advice

According to the [Stored Plant Products for Human Consumption](#) guidelines issued by MPI on 25 May 2023, "There are no certification or inspection requirements for commercially manufactured or produced shelf stable capsules, pills, powders, pastes, liquids, and syrups derived wholly from plant, algal and fungal extracts and free from viable organisms." (MPI indicates that such products will still be monitored regularly). Find out more on [Pier Search](#).

Checklist for Spices export/import:

- ☐ Ensure the absence of regulated pests
- ☐ Clean packaging free of contaminants
- ☐ No signs of foreign matter, moisture issues, or pest contamination

Food import to New Zealand

All food for sale must be imported by a [registered food importer](#).

Food safety requirements

Food import should follow the [Food Act 2014](#).



Traceability, track the origin and destination of the food products to recall any unsafe items.



Hygiene, ensure all food handling stages comply with rigorous hygiene standards.



Imported food complies with **Maximum Residue Levels** for Agricultural Compounds.



Labelling showing the list of ingredients, allergens, and if necessary, nutritional data. [Find out more](#).

Certifications

Those are the baseline in the market.

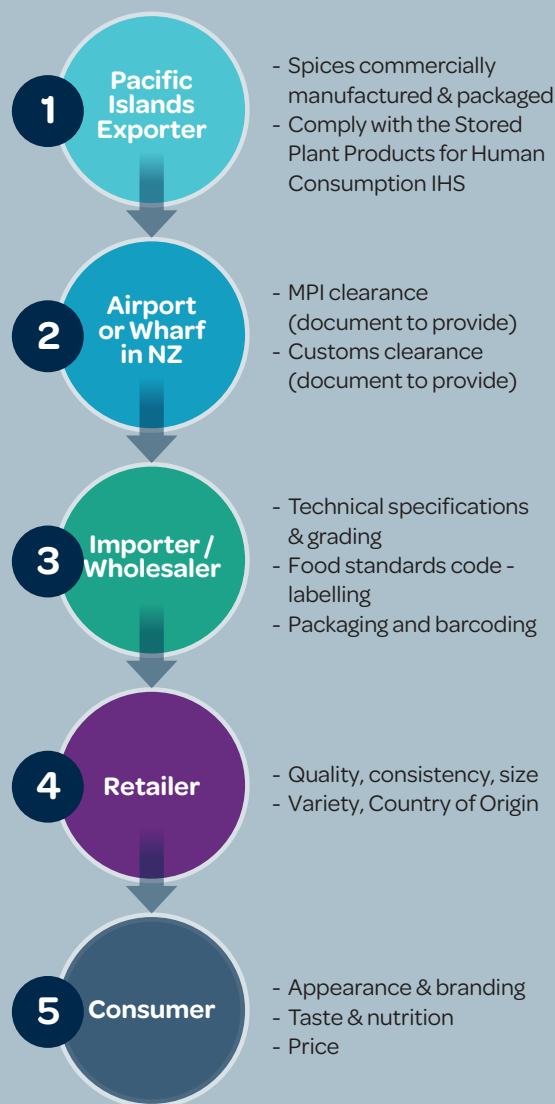
HACCP (Hazard Analysis and Critical Control Points)

NZGAP (New Zealand Good Agricultural Practices)

Global GAP (Good Agricultural Practices)



Overview of export process from the Pacific Islands to New Zealand



Quality and Grading

- **Colour:** Each spice should exhibit its characteristic colour—bright yellow for turmeric, rich brown for black pepper, vibrant red for chilli pepper, and pale golden for ginger extract or powder.
- **Texture:** Spices must have a consistent and fine texture when ground, with no clumps or visible impurities.
- **Aroma and Flavour:** Spices must have a strong, characteristic aroma and taste.
- **Purity:** Spices are tested for heavy metals, pesticides, and prohibited dyes under New Zealand's food safety standards. The "As Low As Reasonably Achievable" (ALARA) principle applies to contaminants, and certain dyes and pesticides are strictly prohibited. (Chemical Contaminants in Imported Dried Spices, MPI 2012)

Packaging

Spices require careful packaging to preserve their flavour, aroma, and safety during transport and storage.

- **Material:** Use food-grade, airtight, and moisture-proof materials to protect spices from contamination and loss of volatile compounds.
- **Sizes:** Retail packaging typically includes 100g, 250g, and 1kg packs, while bulk orders may use 25kg bags or larger containers.
- **Labelling:** Clearly display the product name, form (whole, ground, or extract), batch number, production and expiry dates, net weight, and any certifications such as organic or fair trade. Labels must comply with New Zealand's stringent food safety regulations.



Transport recommended

Bulk shipping in food-grade containers is the norm for spices, as air freight remains cost-prohibitive except for premium or urgent shipments.

3. Market Specifications

Volume

The import volume for spices such as ginger, turmeric, black pepper, and chilli pepper depends on demand. Exporters should provide regular updates on harvest yields and supply capacity to ensure a stable and predictable supply chain.

4. Type of NZ buyers/distributors

Importer/Distributors: Davis Food Ingredients, Natural Things Distribution, Dry Food NZ Ltd.

Dietary Supplement: Good Health, Organics NZ.

Beverage: Hakanoa, Red Shoots, Turbo Tonic.

5. Key Success Factors

