

Blueberry Ingredient Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The blueberry market is projected to record a CAGR of 7.34% during the forecast period (2022-2027).

The blueberry ingredient market has witnessed a rapid uptick with the onset of the coronavirus crisis, with the increasing surge in demand for immunity-boosting products, as people are seeking solutions to boost their overall health and wellbeing. The COVID-19 pandemic has also prompted most health-conscious customers as the blueberry can help heart health, bone strength, skin health, blood pressure, and more. Moreover, many nutritionists have been promoting the benefits of blueberry during the pandemic to increase health awareness among consumers. According to the United States Highbush Blueberry Council (USHBC), the imports of blueberries (in all forms) increased during the pandemic.

About half of the blueberries produced are utilized for processed ingredients, such as purees, concentrates, juices, and dried blueberries, which will continue to support the market growth in the upcoming years. An increase in the production of blueberries in recent years has minimized the demand-supply gap.

Rising health awareness among the general population is driving the consumption of natural-origin products within the natural ingredient category. More players in bakery goods and confectionaries are using dried blueberries as an ingredient. Producers are expanding the production areas and berry processing facilities to cater to the market demand for dried blueberries.

Blueberry Ingredient Market Trends

Increased Demand for Healthy Snack Products

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Blueberries are among the most nutrient-dense berries as they are high in fiber, vitamin C, vitamin K, and manganese. Health-conscious consumers prefer blueberry-contained food products, as blueberries decrease the risk of obesity, diabetes, heart disease, and overall mortality. Blueberries also promote hair and skin health, increased energy, and overall lower weight, which have triggered the demand for food products, including supplements containing blueberry ingredients. Increasing application of blueberry in healthy snack bars and Greek yogurt is expected to boost the market growth as consumers prefer these products as healthy snack options, as they are low in fat and contain real fruit bits, and are a rich source of calcium and protein.

North America Dominates the Blueberry Ingredient Market

The blueberry ingredient market is the major revenue contributor in the North American region. The region continues to grow significantly in terms of production acres and farming and processing efficiencies. Further, rising public awareness regarding the health benefits of blueberry is driving the market's growth. Consumers are willing to pay more for natural and healthier ingredients as compared to conventional products, resulting in enhanced blueberry ingredient incorporation in various functional food & beverages. Furthermore, the United States and Canada are one of the world's largest producers and exporters of blueberries.

Blueberry Ingredient Market Competitor Analysis

The blueberry ingredient market is highly competitive, with many local and international players competing for market shares. Major players, like Agrana Beteiligungs-ag., Sensient Technologies, Tianjin Jianfeng Natural Product R&D Co Ltd, and R. J. Van Drunen & Sons, Inc., hold a significant position in the global blueberry ingredient market. There are various small and medium local players holding a significant share in the market. Product launch is one of the preferred strategies in the global blueberry ingredient market based on health-conscious consumers.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

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5 MARKET SEGMENTATION

5.1 By Ingredient Type

- 5.1.1 Frozen Blueberry
- 5.1.2 Dried Blueberry
- 5.1.3 Blueberry Juice Concentrate
- 5.1.4 Blueberry Puree
- 5.1.5 Others

5.2 By Application

- 5.2.1 Pharmaceutical
- 5.2.2 Food and Beverage
- 5.2.3 Nutraceutical/Dietary Supplements

5.3 Geography

5.3.1 North America

- 5.3.1.1 United States
- 5.3.1.2 Canada
- 5.3.1.3 Mexico
- 5.3.1.4 Rest of North America

5.3.2 Europe

- 5.3.2.1 Germany
- 5.3.2.2 United Kingdom
- 5.3.2.3 Italy
- 5.3.2.4 France
- 5.3.2.5 Russia
- 5.3.2.6 Spain

5.3.2.7 Rest of North America

5.3.3 Asia-Pacific

- 5.3.3.1 India
- 5.3.3.2 Australia
- 5.3.3.3 China
- 5.3.3.4 Japan
- 5.3.3.5 Rest of Asia-Pacific

5.3.4 South America

- 5.3.4.1 Brazil
- 5.3.4.2 Argentina
- 5.3.4.3 Rest of South America

5.3.5 Middle-East

- 5.3.5.1 United Arab Emirates
- 5.3.5.2 South Africa
- 5.3.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Most Active Companies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Ingredion Incorporated

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- 6.4.2 AGRANA Beteiligungs AG
- 6.4.3 DOHLER GmbH.
- 6.4.4 Sensient Technologies
- 6.4.5 Tianjin Jianfeng Natural Product R&d Co. Ltd
- 6.4.6 Givaudan
- 6.4.7 R. J. Van Drunen & Sons Inc.
- 6.4.8 Scenic Fruit Company
- 6.4.9 Nutragreen Biotechnology Co. Ltd
- 6.4.10 Carruba Inc.

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

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