Fresh Berries Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 82 pages | Mordor Intelligence

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Report description:

The fresh berries market is projected to register a CAGR of 3.5% during the forecast period (2022-2027).

The COVID-19 pandemic has had a direct and negative impact on the fresh berries market globally. The value addition activities were affected negatively as a disrupted distribution channel tends to lower the berry consumption globally. For fresh produce businesses like berries, the effects will mainly trickle down through changes in consumer spending, labor availability, logistics, and trade.

Growing health consciousness, growth in the beverage and confectionery sector, and enhanced adoption of beauty and personal care segments are the important incentives for consumption in many countries, especially the United States and Britain. North America is the largest market, and Asia-Pacific is anticipated to be the fastest-growing market across the world during the forecast period. Apart from strawberries, blueberries also hold relevance to the region. Having a lot of experience in growing many blueberry varieties, various production regions have focused on different varieties. Therefore, the increased consumer demand across various countries has resulted in increased production in the major producing countries globally.

Fresh Berries Market Trends

Increased Production of Berries in China is Driving the Market

The improved weather conditions and Easter generally lead to greater demand for summer fruits, like strawberries. Currently, consumption is high in the United States and Canada. However, the blueberry market is rapidly expanding in Europe. The United Kingdom is the European leader in blueberry consumption. A statistical citizen in the UK eats 0.86 kg of these berries every year. However, the trend is positive, and blueberry consumption is growing in all European countries, especially in Germany, Switzerland, the Benelux countries, and Scandinavia. The average consumption per capita in these countries is 550g of blueberries annually.

The quality of strawberries is checked and graded in the country before being introduced into the market for consumption. The premium-grade strawberries are traded in the range of EUR 2.20 to EUR 2.50 per 500 gm. In 2018, the per capita consumption of strawberries in the United Kingdom was recorded to be 2.48 kilograms per person per year, which rose by 3% in 2019 and subsequently fell by 9.7% in 2020, especially attributing to the vulnerable breakthrough at the beginning of the year.

The FAO database reported an increase in strawberry and raspberry production in the country, owing to the rising preference among consumers for fruit salads and as ingredients in other products, including fresh fruits, which are used to decorate bakery products.

Asia-Pacific Leads the Production of Fresh Berries

Asia-Pacific leads the consumption of fresh berries, with a huge share of global consumption. The yield of blueberries in Central Asian countries is likely to boost the production of berries, given the climate of the region and provided that the varieties are correctly selected and the technology is observed. In addition, blueberries can be harvested in the region in a very favorable period for exports. Further, the demand for berries in the global market is quite large, and the labor cost is relatively low in Asia. Therefore, the potential for growing blueberries, as well as other types of berries, remains quite high in this region.

The majority of the global production of berries comes from Asia-Pacific. China and Japan are leading countries in the production of fresh berries in this region. According to the Food and Agriculture Organization, the total production of berries has increased gradually over the years across major producing countries. As per the China Horticulture Board, China is the largest producer of fresh berries in the world. It produced 3.3 million metric ton of berries in 2019. Apart from strawberries, blueberries also hold relevance in the Asia-Pacific region. Having a lot of experience in growing many blueberry varieties, various production regions have focused on different varieties. The Jiaodong Peninsula in China produces mainly the Duke and Bluecrop varieties. The Liaodong Peninsula produces more Duke, Bluecrop, Northcountry, and Reca varieties. The planted area for blueberries in this region increased in the past few years.

Additional Benefits:

The market estimate (ME) sheet in Excel format
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