

Carrots and Turnips Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 108 pages | Mordor Intelligence

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Report description:

The market for carrots and turnips is anticipated to register a CAGR of 4.1% during the forecast period of 2022-2027.

The emergence of the COVID-19 pandemic had a significant impact on the carrots and turnips market. The governments in many countries introduced multiple measures, such as shutdowns and travel restrictions, intended to slow down the spread of the virus, resulting in supply chain disruptions in the market in several parts of the world. Farm production was affected by bottlenecks for inputs, most notably labor. However, the carrots and turnips market is quickly reaching its pre-COVID-19 levels, and a good growth rate is anticipated over the forecast period, driven by the economic revival in most of the developing nations.

Carrots are very high in beta carotene and also contain vitamins C and K, potassium, other vitamins and minerals, and dietary fiber. They are a popular cooking vegetable, salad item, snack food, and raw vegetable used or consumed in almost every household across the world.

China is the largest producer and exporter of carrots and turnips in the world. The increase in the global carrot and turnip production is approximately 43 million metric ton, which can be attributed to the production in China. Due to extremely cold weather, production did not increase by a greater percentage in 2020. Every importing county has different preferences for carrots and turnips, and the presence of different production regions in China that produce various varieties has made China an ideal exporter of carrots all year round.

The increasing demand for baby carrots used as a snack instead of other junk foods, growing demand for organic carrots and carrot juices, and increasing consumer preference for healthy foods and products are some of the factors driving the growth of the market over the study period. The rising awareness about the health benefits of carrots is expected to boost the demand for

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carrots in the coming years. However, factors such as unfavorable weather conditions in the producing countries and lack of infrastructure for storage? are expected to restrain the market growth during the forecast period.

Carrots & Turnips Market Trends

Increasing Popularity of Baby Carrots

The development of the consumer market and the rapid increase in the popularity of ready-to-eat packaged foods have led to the invention of baby carrots in the United States. Baby carrots are made from longer carrots that have been peeled and cut into smaller sizes. The major demand for baby carrots is in the United States, Germany, Canada, the United Kingdom, France, and China. In 2019, the share of sales of baby carrots was 54% of the US carrots market. Bolthouse farms and Grimmway farms are the leading producers of baby carrots in the United States. In 2019, the test campaign "Baby Carrots - Eat Em Like Junk Food" was launched by Bolthouse, focused on replacing carrots and modifying the packaging to have them resemble junk foods with much lower calories and better nutrition. The market for baby carrots is also growing rapidly in China due to the rising awareness of the benefits of consuming raw baby carrots, increasing the overall baby carrot consumption. Children in China like baby carrots as a snack, and mothers consider them nutrient supplements for their children. Thus, the increased awareness and rising consumption trend of baby carrots are expected to boost the demand for carrots during the forecast period.

North America - Largest Carrots and Turnips Market

The global consumption of carrots showed a considerable increase in recent years. North America led the carrots and turnips market in 2021. Canada and the United States are the major markets for carrots in the region. The United States is a major carrot-producing country and among the largest carrot producers in the world. California is the biggest carrot-producing state in the country, contributing to about an 85% share of the carrots produced in the country. Other states with significant carrot production in the United States are Texas and Michigan. Carrots are among the topmost freshly consumed vegetables in the country. The per capita consumption of carrots significantly increased in the United States, from 7.4 pounds in 2017 to 8.5 pounds in 2019. A major part of the country's demand for carrots and turnips is met by local production, while the rest of the demand is met through imports. The US import of carrots by volume reached 240,927.0 metric ton in 2021 from 209,784.0 metric ton in 2017. Thus, the rising consumption of carrots in the country is expected to boost the market growth during the forecast period.

Carrots & Turnips Market Competitor Analysis

Additional Benefits:

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

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