

NA Dried Cranberry Market - Industry Trends and Forecast to 2030

Market Report | 2023-07-01 | 102 pages | Data Bridge Market Research

AVAILABLE LICENSES:

- Single User License \$3500.00
- Corporate Users License \$4200.00

Report description:

North America dried cranberry market is expected to reach USD 505,895.93 thousand by 2030 from USD 343,211.43 thousand in 2022, growing at a CAGR of 5.1% during the forecast period of 2023 to 2030.

Market Segmentation

North America Dried Cranberry Market, By Product Type (Sun Dried, Air Dried, Freeze Dried, and Others), Nature (Organic and Conventional), Sugar Category (Sweetened and Unsweetened), Form (Diced/Cut, Whole and Granules), End Use (Food Processing Industry, Household/Retail, Food Service Sector and Others), Distribution Channel (Direct and Indirect), Country (U.S., Canada, and Mexico) - Industry Trends and Forecast to 2030

North America Dried Cranberry Market Dynamics

Driver

- Increasing preference for on-the-go diets

Restraint

- Excessive usage of fertilizers

Opportunity

- Development of cutting-edge and efficient drying process technologies

Market Players

Some of the key players operating in the North America dried cranberry market are:

- Badger State Fruit Processing, Inc.
- Decas Cranberry Products, Inc.
- Honestly Cranberry
- MEDURI FARMS.
- Ocean Spray
- Citadelle
- Eden Foods
- Wetherby Cranberry Company

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- KAREN'S NATURALS
- Fruit d'Or
- GRACELAND FRUIT, INC

Table of Contents:

TABLE OF CONTENTS

1 INTRODUCTION 11

1.1 OBJECTIVES OF THE STUDY 11

1.2 MARKET DEFINITION 11

1.3 OVERVIEW 11

1.4 LIMITATIONS 13

1.5 MARKETS COVERED 13

2 MARKET SEGMENTATION 17

2.1 MARKETS COVERED 17

2.2 GEOGRAPHICAL SCOPE 18

2.3 YEARS CONSIDERED FOR THE STUDY 19

2.4 CURRENCY AND PRICING 19

2.5 DBMR TRIPOD DATA VALIDATION MODEL 20

2.6 TECHNOLOGY LIFELINE CURVE 23

2.7 MULTIVARIATE MODELING 24

2.8 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS 25

2.9 DBMR MARKET POSITION GRID 27

2.10 MARKET END COVERAGE GRID 28

2.11 DBMR MARKET CHALLENGE MATRIX 29

2.12 DBMR VENDOR SHARE ANALYSIS 30

2.13 SECONDARY SOURCES 31

2.14 ASSUMPTIONS 31

3 EXECUTIVE SUMMARY 32

4 PREMIUM INSIGHTS 34

4.1 PORTER'S FIVE FORCES 35

4.1.1 THREAT OF NEW ENTRANTS 35

4.1.2 THREAT OF SUBSTITUTE PRODUCTS 36

4.1.3 BARGAINING POWER OF BUYERS/CONSUMERS 36

4.1.4 BARGAINING POWER OF SUPPLIERS 36

4.1.5 INTENSITY OF COMPETITIVE RIVALRY 36

4.2 BRAND SHARE ANALYSIS 37?

4.3 CONSUMER BUYING BEHAVIOUR 38

4.3.1 TASTE AND FLAVOR 38

4.3.2 NUTRITIONAL BENEFITS 38

4.3.3 CONVENIENCE 38

4.3.4 HEALTH AWARENESS 38

4.3.5 VERSATILITY 38

4.3.6 MARKETING AND PACKAGING 39

4.4 GROWTH STRATEGIES ADOPTED BY KEY MARKET PLAYERS 40

4.5 IMPACT OF ECONOMIC SLOWDOWN 41

4.5.1 IMPACT ON PRICE 41

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.5.2	IMPACT ON SUPPLY CHAIN	41
4.5.3	IMPACT ON SHIPMENT	41
4.5.4	IMPACT ON COMPANY'S STRATEGIC DECISIONS	41
4.6	IMPORT EXPORT SCENARIO	42
4.7	OVERVIEW OF TECHNOLOGICAL ADVANCEMENTS	43
4.7.1	ADVANCED DRYING TECHNIQUES	43
4.7.2	SORTING AND GRADING SYSTEMS	43
4.7.3	PACKAGING INNOVATIONS	43
4.7.4	QUALITY CONTROL AND TRACEABILITY	43
4.7.5	SUSTAINABLE PROCESSING	43
4.7.6	NUTRITIONAL ANALYSIS	43
4.7.7	PRODUCT DIVERSIFICATION	44
4.8	INDUSTRY TRENDS AND FUTURE PERSPECTIVE	45
4.8.1	RISING ADOPTION OF ADVANCED TECHNOLOGIES IN DRIED CRANBERRY INDUSTRY	45
4.8.2	CERTIFICATIONS AND LABELING CLAIMS AMONG MANUFACTURERS	45
4.8.3	BUSINESS EXPANSIONS THROUGH DIFFERENT STRATEGIC DECISIONS	46
4.8.4	FUTURE PERSPECTIVE	46
4.9	PRICE INDEX	47
4.10	RAW MATERIAL SOURCING ANALYSIS	48
4.10.1	CRANBERRY-PRODUCING REGIONS	48
4.10.2	SEASONALITY AND HARVESTING	48
4.10.3	QUALITY PARAMETERS AND GRADING	48
4.10.4	TRANSPORT AND LOGISTICS	48
4.10.5	TRACEABILITY AND COMPLIANCE	48
4.10.6	DIVERSIFICATION OF SOURCING	48
4.10.7	ENVIRONMENTAL CONSIDERATIONS	49
4.11	SUPPLY CHAIN ANALYSIS	50
4.11.1	OVERVIEW	50
4.11.2	LOGISTIC COST SCENARIO	50
4.11.3	IMPORTANCE OF LOGISTICS SERVICE PROVIDERS	51
4.12	VALUE CHAIN ANALYSIS	52
4.13	PRODUCTION CONSUMPTION ANALYSIS	54
5	REGULATORY FRAMEWORK AND GUIDELINES	55
6	MARKET OVERVIEW	56
6.1	DRIVERS	58
6.1.1	INCREASING PREFERENCE FOR ON-THE-GO DIETS	58
6.1.2	RISING PLANT-BASED AND VEGAN FOOD TRENDS	59
6.1.3	HEALTH BENEFITS ASSOCIATED WITH THE CONSUMPTION OF DRIED CRANBERRIES	59
6.2	RESTRAINT	60
6.2.1	EXCESSIVE USAGE OF FERTILIZERS	60
6.3	OPPORTUNITIES	61
6.3.1	DEVELOPMENT OF CUTTING-EDGE AND EFFICIENT DRYING PROCESS TECHNOLOGIES	61
6.3.2	INCREASED USE OF DRIED CRANBERRIES IN A VARIETY OF FOOD PRODUCTS	62
6.4	CHALLENGES	63
6.4.1	LACK OF STANDARDIZED SUPPLY CHAIN	63
6.4.2	UNCERTAIN PRODUCTION OWING TO ABIOTIC AND BIOTIC STRESS	64
7	NORTH AMERICA DRIED CRANBERRY MARKET : BY REGION	65

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.1 NORTH AMERICA 65
- 8 NORTH AMERICA DRIED CRANBERRY MARKET: COMPANY LANDSCAPE 68
- 8.1 COMPANY SHARE ANALYSIS: NORTH AMERICA 68
- 9 SWOT ANALYSIS 69
- 10 COMPANY PROFILES 70
- 10.1 DECAS CRANBERRY PRODUCTS, INC. 70
- 10.1.1 COMPANY SNAPSHOT 70
- 10.1.2 COMPANY SHARE ANALYSIS 70
- 10.1.3 PRODUCT PORTFOLIO 71
- 10.1.4 RECENT UPDATES 71
- 10.2 OCEAN SPRAY 72
- 10.2.1 COMPANY SNAPSHOT 72
- 10.2.2 COMPANY SHARE ANALYSIS 72
- 10.2.3 PRODUCT PORTFOLIO 73
- 10.2.4 RECENT DEVELOPMENTS 73?
- 10.3 CITADELLE 74
- 10.3.1 COMPANY SNAPSHOT 74
- 10.3.2 COMPANY SHARE ANALYSIS 74
- 10.3.3 PRODUCT PORTFOLIO 75
- 10.3.4 RECENT DEVELOPMENT 75
- 10.4 WETHERBY CRANBERRY COMPANY 76
- 10.4.1 COMPANY SNAPSHOT 76
- 10.4.2 COMPANY SHARE ANALYSIS 76
- 10.4.3 PRODUCT PORTFOLIO 77
- 10.4.4 RECENT DEVELOPMENT 77
- 10.5 GRACELAND FRUIT, INC. 78
- 10.5.1 COMPANY SNAPSHOT 78
- 10.5.2 COMPANY SHARE ANALYSIS 78
- 10.5.3 PRODUCT PORTFOLIO 79
- 10.5.4 RECENT DEVELOPMENT 79
- 10.6 BADGER STATE FRUIT PROCESSING, INC. 80
- 10.6.1 COMPANY SNAPSHOT 80
- 10.6.2 PRODUCT PORTFOLIO 80
- 10.6.3 RECENT DEVELOPMENT 80
- 10.7 DEL MONTE FOODS, INC. 81
- 10.7.1 COMPANY SNAPSHOT 81
- 10.7.2 REVENUE ANALYSIS 81
- 10.7.3 PRODUCT PORTFOLIO 82
- 10.7.4 RECENT DEVELOPMENT 82
- 10.8 EDEN FOODS 83
- 10.8.1 COMPANY SNAPSHOT 83
- 10.8.2 PRODUCT PORTFOLIO 83
- 10.8.3 RECENT DEVELOPMENT 83
- 10.9 FRUIT D'OR 84
- 10.9.1 COMPANY SNAPSHOT 84
- 10.9.2 PRODUCT PORTFOLIO 84
- 10.9.3 RECENT DEVELOPMENT 86

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 10.10 HAPPILO INTERNATIONAL PRIVATE LIMITED 87
 - 10.10.1 COMPANY SNAPSHOT 87
 - 10.10.2 PRODUCT PORTFOLIO 87
 - 10.10.3 RECENT DEVELOPMENT 87
- 10.11 HONESTLY CRANBERRY 88
 - 10.11.1 COMPANY SNAPSHOT 88
 - 10.11.2 PRODUCT PORTFOLIO 88
 - 10.11.3 RECENT DEVELOPMENT 88
- 10.12 KAREN'S NATURALS 89
 - 10.12.1 COMPANY SNAPSHOT 89
 - 10.12.2 PRODUCT PORTFOLIO 89
 - 10.12.3 RECENT DEVELOPMENT 89
- 10.13 MEDURI FARMS 90
 - 10.13.1 COMPANY SNAPSHOT 90
 - 10.13.2 PRODUCT PORTFOLIO 90
 - 10.13.3 RECENT DEVELOPMENT 90
- 10.14 ROSTAA SUPEROODS 91
 - 10.14.1 COMPANY SNAPSHOT 91
 - 10.14.2 PRODUCT PORTFOLIO 91
 - 10.14.3 RECENT DEVELOPMENT 91
- 10.15 ROYAL NUT COMPANY 92
 - 10.15.1 COMPANY SNAPSHOT 92
 - 10.15.2 PRODUCT PORTFOLIO 92
 - 10.15.3 RECENT DEVELOPMENT 92
- 10.16 ROYAL RIDGE FRUITS 93
 - 10.16.1 COMPANY SNAPSHOT 93
 - 10.16.2 PRODUCT PORTFOLIO 93
 - 10.16.3 RECENT DEVELOPMENTS 93
- 10.17 SISTERS FRUIT COMPANY 94
 - 10.17.1 COMPANY SNAPSHOT 94
 - 10.17.2 PRODUCT PORTFOLIO 94
 - 10.17.3 RECENT DEVELOPMENT 94
- 10.18 SUN-MAID GROWERS OF CALIFORNIA 95
 - 10.18.1 COMPANY SNAPSHOT 95
 - 10.18.2 PRODUCT PORTFOLIO 95
 - 10.18.3 RECENT DEVELOPMENT 95
- 10.19 TRAINA HOME GROWN 96
 - 10.19.1 COMPANY SNAPSHOT 96
 - 10.19.2 PRODUCT PORTFOLIO 96
 - 10.19.3 RECENT DEVELOPMENT 96
- 10.20 WONDERLAND FOODS 97
 - 10.20.1 COMPANY SNAPSHOT 97
 - 10.20.2 PRODUCT PORTFOLIO 97
 - 10.20.3 RECENT DEVELOPMENT 97
- 11 QUESTIONNAIRE 98
- 12 RELATED REPORTS 102

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

NA Dried Cranberry Market - Industry Trends and Forecast to 2030

Market Report | 2023-07-01 | 102 pages | Data Bridge Market Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3500.00
	Corporate Users License	\$4200.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com