

Organic Fruits and Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Organic Fruits and Vegetables Market size is estimated at USD 46.19 billion in 2024, and is expected to reach USD 75.11 billion by 2029, growing at a CAGR of 10.21% during the forecast period (2024-2029).

Key Highlights

- The increase in consumer awareness about healthy diets, along with changing lifestyles and food habits, is expected to support the growth of the organic fruits and vegetables market in the coming years. The working population around the world is struggling to fulfill the daily nutrient requirements owing to hectic work schedules. This is increasing their dependency on organic fruits and vegetables that help provide useful nutrients, such as iron, vitamin C, phosphorus, and magnesium.
- Moreover, the increase in investments by small and mid-sized food product manufacturing companies to offer more healthy products to consumers will further support the growth of the market. However, the high price of products with organic labels on fruits and vegetables, combined with unclear regulatory guidelines, may stymie market growth.
- The emergence of the internet of things at a commercial level, the rise in globalization, and the growing trend of shopping on online platforms are contributing to the growth of the market. Online sales of organic fruits and vegetables made people export them from highly-producing countries such as China and India to low-producing countries such as Spain, Canada, and Japan. Big Basket, Nature Basket, Orgpick, and other online selling platforms that specialize in selling organic fruits and vegetables have grown in popularity on a national and international scale. The availability of such online platforms for selling organic fruits and vegetables and the growing use of internet-enabled smartphones are likely to boost the growth of the organic fruits and vegetable market during the forecast period.
- In addition, government initiatives related to the market are further boosting its growth. For instance, the Paramparagat Krishi Vikas Yojana by the GOI promotes cluster-based organic farming with PGS (Participatory Guarantee System) certification. Cluster formation, training, certification, and marketing are supported under the scheme. The assistance of Rs. 50,000 (USD 604.2) per

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hectare over 3 years is provided, out of which 62 percent is given as an incentive to a farmer towards organic inputs.

Organic Fruits and Vegetables Market Trends

Increasing Area Under Organic Farming

The area under organic farming is rapidly growing, mainly due to an increase in food safety concerns and farming practices that contribute to a better and more sustainable environment. The rise in demand for organic products is driving farmers across the world to cultivate crops, which include fruits and vegetables. The possibility of farmers switching from conventional farming to organic farming is made easier with the regional regulatory bodies providing the necessary funds supporting the switching cost. Furthermore, the constantly rising demand serves as an opportunity for supermarkets and food store chains to diversify and widen their offerings of organic food, at more competitive prices.

Due to the rising disposable incomes, people around the globe are presently more focused on healthier diets, with more fruit and vegetable inclusion. Moreover, the interest in wellness and immunity has spiked in recent years, leading to a higher demand for Organic fruits and vegetables in the market. This factor is likely to have a significant impact on market growth. Due to the increasing consumer demand, there is a tremendous rise in the area under organic cultivation. For instance, according to the Research Institute of Organic Agriculture FiBL, the organic area globally was 70,984,478.89 hectares in 2018, which increased by approximately 7.6% and reached 76,403,778.32 hectares in 2021.

Organic farming has seen a continued surge in the world both in terms of volume produced and revenue generated. Moreover, in countries like India where the cultivation of organic fruits and vegetables are also export-oriented, and to grow this cultivation GOI is launching several schemes to boost the exports of organic fruits and vegetables. For instance, under the MOVCDNER scheme, GOI promotes third-party certified organic farming of crops of the northeast region through Farmer Producer Organisations (FPOs) with a focus on exports. Farmers are given the assistance of Rs 25,000 (USD 302.1) per hectare for three years for organic inputs including organic manure and bio-fertilizers among other inputs. Support for the formation of FPOs, capacity building, and post-harvest infrastructure is also provided in the scheme.

North America Dominates the Market

The application of organically grown produce has increased progressively over the last few years in the region. The Organic Trade Association says that in 2020, more than 17% of all fruits and vegetables bought by people in North America were found to be organic.

North America holds the largest market share in the organic fruits and vegetables market and is expected to grow during the forecast period, owing to rising disposable income and increased consumer purchasing power. In addition, the growing awareness about health and fitness is driving consumers to excessively invest in organic fruits and vegetables that do not contain harmful chemicals. This is also estimated to contribute significantly to market growth.

The increased focus on sustainable development is a major factor contributing to increased organic farming in North America. Furthermore, as organic farming utilizes more natural fertilizers, such as manure and compost, compared to chemical pesticides, these natural elements help to increase the soil quality of the area. These factors have favorably contributed to the growth in demand for organic fruits and vegetables.

Moreover, artificial chemicals and non-organic fruits and vegetables in skincare and beauty care products lead to severe side effects. Therefore, various skincare and beauty care brands in the region are launching their products with organic labels. These

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organic skincare and beauty care products comprise organically grown almonds, strawberries, apples, grapes, carrots, oats, and aloe vera, which is further boosting the growth of the market studied in the region.

Organic Fruits and Vegetables Industry Overview

Additional Benefits:

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

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