

Superfoods - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Superfoods Market size is estimated at USD 201.63 billion in 2025, and is expected to reach USD 328.28 billion by 2030, at a CAGR of 10.24% during the forecast period (2025-2030).

Health-conscious consumers worldwide are increasingly integrating functional and healthy products into their diets to target specific health issues and enhance overall well-being. Superfoods are valued for their exceptional health benefits, contributing to their widespread popularity among consumers focused on wellness. Superfoods have superior nutritional value and are rich sources of polyphenols, antioxidants, vitamins, and minerals. Moreover, the increasing prevalence of chronic diseases is encouraging individuals to incorporate low-calorie and nutritious food into their diets. According to the US Department of Health and Human Services, major chronic diseases (e.g., heart disease, cancer, diabetes, obesity, hypertension) collectively affect an estimated 129 million people in the United States in 2024.

Companies are also strategically expanding their business operations to align with consumer demand. For instance, in November 2022, India-based Supreme Pharma launched Supreme Super Foods in Pune and Mumbai to extend its reach to 2,000 stores in these cities. Besides this, with growing consumer emphasis on ethical practices in production methods, companies increasingly incorporate sustainable sourcing methods and transparent supply chains to meet the demands of environmentally and socially conscious consumers. For instance, in March 2022, Pangaia introduced a new plant-based superfood bar. This nutritious snack, aimed at health-conscious consumers, is made with sustainably sourced ingredients. The bar is poised to cater to the growing demand for plant-based, environmentally responsible products.

Superfoods Market Trends

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

Growing Popularity of Fruits as Superfood and Superfruit Ingredients Driving the Market

Consumers are strategically incorporating superfruits into their dietary regimens as a proactive measure to fortify their long-term health. Superfruits, such as acai, goji berries, and blueberries, are replete with an array of vitamins, antioxidants, and other bioactive compounds, meeting the growing demand for comprehensive health solutions, including immune fortification, cognitive enhancement, and digestive well-being.

Moreover, the interdependence between the global superfruit market and the flourishing fruit production and processing industry serves as a pivotal catalyst for market expansion. In 2023, there was a significant surge of 23% in US fruit production, totaling 819,000 metric tons, as reported by USDA. The state of California leads the nation with roughly half the fruit acreage, followed by Florida with nearly a quarter, and Washington with around one-tenth. Tropical superfruit like acai berries, mangosteen, guava, dragon fruit, and passion fruit, each with unique flavors and nutritional profiles, are known for their high nutritional value, rich in antioxidants, vitamins, and minerals, offering numerous health benefits. The volume of global trade in major tropical fruits in 2023 rose to a new peak of USD 11.2 billion, marking an increase of approximately 12% from 2022.

Additionally, the trend toward natural and organic products is a prominent and ongoing shift in consumer behavior that is significantly influencing the sales of processed superfruit. This trend reflects a broader movement where consumers are actively seeking out food options with minimal additives, preservatives, and artificial ingredients. For instance, in 2024, Powbab launched its new organic Powbab Organic Baobab Superfruit Powder, enriching its product line with a natural and potent offering. The baobab fruit powder is certified organic, underscoring its natural and high-quality attributes, aligning with Powbab's commitment to premium offerings.

Asia-Pacific Emerging as a Significant Market for Superfoods' Potential Growth

Asia-Pacific is anticipated to experience a surge in the demand for superfoods, a trend attributed to evolving consumer inclinations favoring preventive healthcare. With a proactive approach to preserving well-being and staving off illnesses, individuals are actively seeking avenues for maintaining good health. Additionally, the rapid urbanization and the impact of Western dietary practices are pivotal factors driving the acceptance of superfood ingredients such as quinoa, blueberries, and avocados among urban consumers in search of healthier and more varied dietary choices.

Moreover, government initiatives are actively advocating for the promotion of healthy eating habits and emphasizing the significance of nutrition and dietary choices. For instance, in 2022, CNS, in collaboration with the Institute of Nutrition and Health of the China Center for Disease Control and Prevention, the Institute of Food and Nutrition Development of the Ministry of Agriculture and Rural Affairs, and the Shanghai Institute of Nutrition and Health, introduced the "National Nutrition Week." The overarching theme for the 2022 National Nutrition Week was "Enhancing nutritional awareness, prudent shopping, and intelligent cooking," aimed at elevating the nutritional consciousness and overall health and well-being of the Chinese populace.

Superfoods Industry Overview

The superfoods market is highly competitive, with various regional and small players competing for market share. Some prominent players include Naturya Bath, Associated British Foods PLC, Nutiva Inc., Aduna Ltd, and Terrasoul Superfoods. The market players compete using various strategies, from expanding their production facilities to adhering to food safety guidelines and adopting mergers and acquisitions to enhance their brand value. Companies also collaborate and form partnerships, mainly in co-operatives with farmers worldwide, making sourcing and procuring ingredients easier.

Additional Benefits:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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
 - 4.1.1 Rising Health & Wellness Trends
 - 4.1.2 Strategic Initiatives by Key Players
- 4.2 Market Restraints
 - 4.2.1 Cost Considerations, Coupled With Availability of Alternatives
- 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

5 MARKET SEGMENTATION

- 5.1 Type
 - 5.1.1 Fruits
 - 5.1.2 Vegetables
 - 5.1.3 Grains and Seeds
 - 5.1.4 Herbs and Roots
 - 5.1.5 Other Types
- 5.2 Distribution Channel
 - 5.2.1 Supermarkets/Hypermarkets
 - 5.2.2 Online Channels
 - 5.2.3 Convenience Stores/Traditional Grocery Stores
 - 5.2.4 Other Distribution Channels
- 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 France

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 5.3.2.4 Spain
- 5.3.2.5 Italy
- 5.3.2.6 Russia
- 5.3.2.7 Rest of Europe
- 5.3.3 Asia-Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 Australia
 - 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 and Africa
 - 5.3.5.1 South Africa
 - 5.3.5.2 Saudi Arabia
 - 5.3.5.3 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Positioning Analysis
- 6.3 Company Profiles
 - 6.3.1 Sunfood
 - 6.3.2 Nature's Superfoods LLP
 - 6.3.3 OMG! Organic Meets Good
 - 6.3.4 Raw Nutrition
 - 6.3.5 Barleans
 - 6.3.6 Aduna Ltd
 - 6.3.7 Impact Foods International Ltd
 - 6.3.8 Naturya Bath
 - 6.3.9 Mannatech Incorporated
 - 6.3.10 Nevitas Organics

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

**Superfoods - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts
(2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

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

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com



Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com