

United States Blueberry Market Report and Forecast 2025-2034

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Report description:

The United States blueberry market size is projected to grow at a CAGR of 2.30% between 2025 and 2034.

Blueberries, a widespread perennial plant with blue or purple berries, are celebrated as a natural health powerhouse and superfood. Packed with diverse bioactive compounds, they offer numerous health benefits, particularly in preventing chronic diseases like cancer, cardiovascular disorders, diabetes, and neurodegenerative conditions.

DIABETES IN THE UNITED STATES, 2001-2021, IN MILLIONS

In the adult population of the United States, the incidence of diabetes has significantly increased. Incorporating blueberries into the diet is suggested as it may reduce the likelihood of developing type 2 diabetes, as stated by the National Center for Biotechnology Information. This is impacting the blueberry market in the United States.

The berries' high antioxidant capacity, attributed to a variety of polyphenolic compounds, has garnered significant attention from scientists, nutritionists, and consumers alike.

Blueberries are not only consumed fresh but are also integral to thermally processed foods and beverages, such as jams, jellies, and juices. They are available in preserved forms like canned, frozen, and dried, reflecting their versatility and widespread popularity.

Key Trends and Developments

Advancements in the lifestyle of people, the increasing presence of e-commerce platforms, the strengthening economy, and government initiatives are boosting the United States blueberry market growth.

January 2023

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On January 28th, National Blueberry Pancake Day was observed in collaboration with the USDA's National Institute of Food and Agriculture (NIFA).

January 2023

Wyman's, a major wild blueberry grower, collaborated with ReVision Energy and REC Solar, installing over 17,000 solar panels on 35 acres to harvest blueberries sustainably.

November 2023

In 2023, the U.S. retained its global blueberry production leadership, as reported by the North American Blueberry Council, yielding 711.2 million pounds.

June 2023

USHBC's Great Blueberry Recipe Showdown celebrates National Blueberry Month, showcasing blueberry versatility through a recipe contest.

Lifestyle of people

Growing awareness of health and well-being is a major driver for the United States blueberry market. Consumers are well-educated about the advantages of a healthy diet and view blueberries as a nutritious snack. Abundant in antioxidants, vitamins, and minerals, it can aid in regulating blood sugar and blood pressure levels.

Increasing presence of e-commerce platforms

The widespread availability of blueberry products in stores has simplified the buying experience. Consumers can easily order their favorite blueberry items like yogurt, cake, jams, and jellies with quick home delivery through online platforms such as Amazon Fresh and Uber Eats, ensuring delivery within an hour, further aiding the United States blueberry market growth.

Strengthening economy

As per the U.S. Highbush Blueberry Council (USHBC), blueberry growers contribute to over 44,535 full-time equivalent jobs annually, generating nearly \$1.8 billion in labor income, equivalent to over \$4.9 million daily. U.S. Highbush blueberry growers also generate more than \$145 million in indirect business taxes each year, showcasing their substantial impact on the nation's economic landscape.

Government Initiative

Government efforts to boost blueberry product usage have supplemented the blueberry market in the United States. Advocacy efforts portray the blueberry market as a solution for health concerns and nutritional gaps, fostering a positive environment and thereby increasing the demand for blueberry products.

United States Blueberry Market Trends

National Blueberry Month highlights sustainable practices for increasing production, aided by government initiatives, fostering

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economic growth and employment. Growing health awareness drives demand in the United States blueberry market as consumers recognize blueberries as a nutritious snack in a healthy diet.

Market Segmentation

The United States Blueberry Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Application:

- Food Industry
- Beverage Industry
- Pharmaceutical Industry
- Cosmetic Industry
- Agricultural Industry

Market Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Retail
- Specialty Stores
- Others

Market Breakup by Packaging Type:

- Cans
- Cartons
- Bags
- Plastic Containers
- Cups
- Tubs

Market Breakup by Region:

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

The United States blueberry market development are expected to be shaped by wider choice of flavors, nutritional advantage, and convenience

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Blueberries are thriving in the food industry, incorporated into diverse products like smoothies, yogurt, oatmeal, pancakes, muffins, cereals, ice cream, juices, and jams. Their popularity stems from health benefits, low-calorie content, high nutrition, blood sugar regulation, cholesterol protection, DNA damage reduction, and potent antioxidant properties.

As per the United States blueberry market report, blueberries are gaining popularity in the cosmetic industry as they are rich in bioactive compounds that stimulate the skin's natural defense mechanisms against environmental damage, as the National Center for Biotechnology Information reports. Extracts from blueberries serve as a pro-retinol source, aiding in diminishing the visible signs of aging such as fine lines and wrinkles. Blueberries find application in the beverage sector for creating juices, wine, yogurt drinks, and smoothies.

In the pharmaceutical field, blueberries are utilised in crafting supplements and medications due to their rich content of vitamin C, various antioxidants, and compounds that have the potential to alleviate inflammation and combat cancer cells.

In 2021, the agricultural industry witnessed a blueberry boom, with the United States harvesting and utilizing 660 million pounds of cultivated blueberries. Of this, 353.6 million pounds were sold fresh, and 306.4 million pounds were processed as reported by AGMRC.

The United States blueberry market, based on distribution channels, is witnessing growth within the commercial sector

The United States blueberry market share, based on distribution channels, is analyzed by hypermarkets and supermarkets, convenience stores, online retail, specialty stores, and other channels. These channels enable consumers to compare products and prices from various companies, aiding informed purchase decisions.

Offline avenues offer manufacturers opportunities to establish secure relationships, fostering long-term collaborations and heightened brand awareness. Additionally, the online distribution channel is expanding, with platforms pledging same-day deliveries, contributing to its swift expansion.

Plastic containers, based on packaging type, hold a significant share in the United States blueberry market, primarily for their convenience and effectiveness in preserving freshness

Plastic containers preserve blueberries, preventing mold, rot, insects, and damage, maintaining their distinct flavor, and safeguarding against foreign odors.

Additionally, cans, cartons, bags, cups, and tubs play a crucial role in keeping blueberries and related products fresh, preventing spoilage.

United States Blueberry Market Analysis by Region

The Far West stands out as a significant area, primarily due to its increasing blueberry production

Blueberry bushes can thrive across the United States, and blueberry production is carried out commercially by farmers in 26 states. However, the majority of this production, accounting for over 98%, is concentrated in 10 states that span the nation from the Far West (Oregon, Washington, California), Southeast (Georgia, North Carolina, Florida), Great Lakes (Michigan), Mideast (New Jersey), South West (Texas), to the Plains (Minnesota), as reported by the U.S. Highbush Blueberry Council.

Competitive Landscape

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To fortify their position in the United States blueberry market, companies are producing products made from blueberries, such as yoghurt, cake, purees, juices, and dietary supplements.

Nature's Pride B.V.

Nature's Pride B.V. was established in 2001 and is based in the Netherlands, exports exotic fruits and vegetables globally from dedicated growers. Their diverse range includes fruits like mangosteen, kiwano, and carambola, vegetables like asparagus, horseradish, purple carrots, and various berries such as blueberries, strawberries, and raspberries, along with different seasonings.

Sun Belle Inc.

Sun Belle Inc. was established in 1986 in the United States and is a distributor of fresh berries, vegetables, and fruits. They prioritize organic berries, including blueberries, cranberries, and golden berries. The berries are cultivated using approved methods that emphasize ecological balance, resource cycling, and biodiversity conservation, avoiding synthetic fertilizers, irradiation, and genetic engineering.

True Blue Farms

True Blue Farms was established in 1993 and is based in the United States, it specializes in producing and marketing millions of pounds of high-quality blueberries. The harvest benefits from a regionally moderated climate, known as the "Lake effect."

Berryhill Foods Inc.

Berryhill Foods Inc. was established in 1994 in Canada, it focuses on the processing, freezing, storage, marketing, and distribution of cultivated blueberries and red raspberries. Its rigorous SQF-certified food safety system, state-of-the-art processing equipment, and strategic location near major transportation routes ensure the highest-quality deliveries.

Other United States blueberry market key players are Driscoll's, Inc., Atlantic Blueberry Co, Merrill Blueberry Farms, Wish Farms Inc., Costa Group, Berry Fresh, LLC, and others.

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