

Fresh Berries Market Report and Forecast 2025-2034

Market Report | 2025-07-14 | 163 pages | EMR Inc.

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Report description:

The global fresh berries market is expected to grow at a CAGR of 3.60% between 2025 and 2034. The market is being driven by rising health consciousness globally and improvements in supply chains of fresh berries.

Key Trends in the Market

A fresh berry is a type of small, juicy, fleshy, and rounded edible fruit that is newly harvested and has not undergone any formal preservation techniques or processing. Fresh berries can vary in size and flavour and are usually grown on a bush or a tree.

- Rising health consciousness among people all around the globe has risen the demand for fresh berries as they help improve insulin and blood sugar levels, have low calories, and is nutritious owing to the presence of several minerals and vitamins.
- With increasing awareness regarding the advantages of organic produce, a key trend in the fresh berries market is the growing demand for organic fresh berries. As these are grown without the use of chemicals, they are considered to be healthier for consumption.
- There is a growing demand for fresh berries from the beauty and personal care industries owing to the anti-inflammatory and other properties of the berries that helps to balance the skin condition and leave the complexion radiant and bright.

Market Segmentation

The EMR's report titled "Fresh Berries Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Nature

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- Organic
- Conventional

Market Breakup by Type

- Blueberry
- Cranberry
- Strawberry
- Raspberry
- Others

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Market Share by Type

Strawberries account for a sizable share of the fresh berries market, supported by their popularity among consumers, particularly children, and rising demand from the bakery sector for use in strawberry tarts and jams, among other products. Moreover, strawberries have antioxidant properties and are rich in vitamins and fibre which attracts health-conscious consumers towards these berries, increasing their demand globally. Strawberries have a juicy texture and sweet flavour and scent which is further increasing the demand and consumption of strawberries all around the world.

Market Share by Region

Asia Pacific is anticipated to hold a significant share of the fresh berries market owing to the rising consumption rate of fresh berries in the region. Increasing population in various countries in the region, rising awareness of the health benefits of various berries, and improved supply chains are further supporting the growth of the market for fresh berries in the Asia Pacific. There is also an enhanced demand for various products made with fresh berries, such as tarts, pastries, biscuits, jams, and ice creams, among others.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the global fresh berries industry, covering their competitive landscape and latest developments like mergers, acquisitions, investments and expansion plans.

Driscoll's Inc.

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Driscoll's Inc. was founded in 1944 and is headquartered in California in the United States. This company is known for producing and selling fresh strawberries, raspberries, blackberries, and blueberries, among others.

Ardo NV

Ardo NV is food and beverage manufacturing company that was founded in 1977. It is headquartered in Belgium, Europe, and produces and distributes frozen fruits, rice, vegetables, and pasta to various foodservice businesses globally.

Welch's Inc.

Welch's Inc. was established in 1869 and has its headquarters located in Massachusetts, United States. This company provides grape juices and jams and jellies along with white Niagara grape juice, among other products.

Other market players include Neufeld Farms, Naturipe Berry Growers, Inc., Hortifrut S.A., Red Fruit & Co., Taylor Farms Retail Group, Coop Cooperative, and EDEKA Minden-Hannover Foundation & Co. KG, among others.

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