

## **Organic Berries Market Report and Forecast 2025-2034**

Market Report | 2025-07-15 | 159 pages | EMR Inc.

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### **Report description:**

The global organic berries market size is expected to grow at a CAGR of 2.90% during the forecast period of 2025-2034. The rising demand for the product can be attributed to the improving living standards of the consumers, negligible chance of biomagnification, and the rising inclination towards healthier lifestyle.

### Key Trends in the Market

Organic berry is a fruit that is made without using any antibiotics, artificial chemicals, genetically modified organisms, or hormones. They emphasise on the conservation of water and soil, and also on the use of renewable resources in order to improve the environmental quality for a sustainable future. Organic berries always tend to last for a longer period of time due to slow dehydration and rotting, which is because of the formation of epidermal cell walls and cuticle.

- People prefer consuming organically produced products that are naturally and minimally processed as they are free from harmful chemicals and pesticides, making it suitable for consumption. The rising awareness about the nature of the product is providing significant impetus to the organic berries market development.

- Health benefits associated with the organically produced berries are spreading among consumers, which is leading to a rise in demand for the organic berries. These berries are nutritious and vitamin rich, which helps in maintaining the immunity of the body, thereby enhancing the demand for the product.

- Berries are now being used in the dressing salads and as a part of tarts and pies, and to enhance the aesthetic appeal and the nutritional properties of the food item, as the demand for nutrition rich food options is constantly rising. The evolving demand of the consumers will significantly add to the market growth.

### Organic Berries Market Segmentation

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

#### Market Breakup by Type

- Strawberries
- Raspberries
- Cranberries
- Gooseberries
- Blueberries
- Others

#### Market Breakup by Application

- Food and Beverage
- Pharmaceuticals
- Cosmetics and Personal Care
- Household

#### Market Breakup by Region

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

#### Market Share by Type

Among the types, strawberry accounts for the largest market share owing to its rising consumption and wide availability. Its consumption has been constantly rising because of its aroma, juicy texture, characteristic nutrients, and sweetness. Strawberries contain essential micronutrients, including antioxidants, vitamin C, minerals, and folates. Organic strawberries are used in various food products to improve the flavour and texture of the food and its growing demand is likely to aid the organic berries market growth significantly over the coming years.

Besides strawberries, the demand for raspberries and cranberries is also expected to rise significantly during the forecast period owing to its increasing use in cakes and smoothies. These fruits also contain nutrients like vitamins, antioxidant, and high fibre, which helps in enhancing the flavour of the product.

#### Market Share by Application

Organic berries are most widely used in the food and beverage segment, especially for baking, thus this sector accounts for the largest share of the organic berries market. Changing preference of the consumers have resulted in increased use of organic berries in baked products, such as pastries, cakes, and cookies. Organic berries also tend to improve the aesthetic appeal of the products, which attracts a lot of consumers, especially the younger generation, which leads to higher demand for the product.

Further, it is also used in confectionery products to create an amalgamation of organic berries with chocolates, creating a unique

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combination and increasing the options for consumers to choose from.

## 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 major organic berries companies in the market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

### Wish Farms Inc.

Wish Farms Inc. is a family operated company that grows, markets, and supplies the best tasting berries, including blueberries, blackberries, strawberries, and raspberries internationally. They established themselves in 1922 and are located in Florida, United States. They work with communities of growers whose growing technique involve both organic and conventional methods.

### Driscoll's Inc

Driscoll's Inc was established in 1944 and is headquartered in California, United States. It is a farming company that provides food and beverage services to its customers globally. They have a team consisting of sensory analysts, agronomist, plant pathologists, entomologists, and breeders who produce various types of fresh berries, including strawberries, raspberries, blueberries, and blackberries all around the globe.

### Sun Belle Inc.

Sun Belle Inc. was founded in 1986 and is based in Illinois, United States. It is a food and beverage services company that delivers fresh red currants, golden berries, blueberries, cranberries, blackberries, pomegranate arils, raspberries, and strawberries. It provides its services to the wholesale, retail, foodservice, and club customers all over Asia, North America, and Europe.

Other market players include Royal Ridge Fruits, Karen's Naturals, Kiantama Ltd., and Meduri Farms, among others.

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