

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

Market Report | 2025-07-21 | 177 pages | EMR Inc.

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### **Report description:**

The global red berries market size is expected to grow at a CAGR of 3.00% during the forecast period of 2025-2034. The growth is likely to be aided by the rising demand for organic products owing to the growing health-conscious population.

#### Global Red Berries Market Trends

Red berries are some of the healthiest berries available in the market. They are rich in antioxidants that help boost the immune system. They are high in natural fibre content that is good for digestion. Some of the most known red berries include strawberries, raspberries, currants, and gooseberries.

#### Increasing Utilisation in Food Industry

Red berries are growing in utilisation in nutraceuticals, snacks, and in dairy products such as yoghurt, and flavoured milk, among others, owing to the multiple health benefits provided to them. The demand for healthy bars has surged and it is expected to further propel the market growth.

#### Rising Consumption of Red Berries

The increasing popularity of dried red berries as a natural source of nutrients, aided by the increasing consumer awareness of a healthy lifestyle, is expected to expand the market exponentially.

#### Implementation of Berries in Cosmetics

The cosmetic market is increasingly shifting toward manufacturing chemical-free products with increased utilisation of organic ingredients which include berries. This is a significant factor for market development.

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## Rising Demand for Organic Personal Healthcare Products to Aid the Market Development

Red berries have nutritional properties that can help in improving metabolism and can enhance skin elasticity and thickness. These ingredients are increasingly being included in cosmetic and health supplement products.

Various companies are focusing on the development of organic products as demand surges. This can significantly augment the market growth.

## The Low Shelf Life of the Berries Can Limit the Market Growth

Red berries, such as strawberries and raspberries, among others are highly perishable. They are highly susceptible to physical damage, water loss, and spoilage from fungi, and it is expected to hinder the market growth.

## Red Berries Market Segmentation

Global Red Berries Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

### Market Breakup by Nature

- Organic
- Conventional

### Market Breakup by Type

- Red Raspberry
- Cherry
- Strawberry
- Grapes
- Others

### Market Breakup by Form

- Powder
- Puree
- Juice Concentrate
- Others

### Market Breakup by Application

- Bakery
- Dairy
- Confectionary
- Beverage
- Others

### Market Breakup by Region

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

#### Types of Berries in the Market

Based on type, the market bifurcations include red raspberry, cherry, strawberry, and grapes, among others. Among these segments, grapes hold a significant share of the market attributed to them being widely consumed around the world. Grape is also highly consumed for wine production.

Strawberries are expected to grow rapidly during the forecast period due to increasing demand and wide consumption for manufacturing cosmetic products. This is expected to expand the market size significantly.

#### Applications of Red Berries in the Market

Based on application, the market segments include bakery, dairy, confectionery, and beverage, among others. Among these segments, the beverage segment is expected to hold the largest market share as the demand for natural food products is surging. With the increasing awareness of people about the health benefits, the market is expected to grow further.

#### Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on 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 red berries market, covering their competitive landscape and the latest developments like mergers, acquisitions, investments and expansion plans.

#### Berryhill Foods Inc.

Berryhill Foods Inc. is a food production company and one of the largest suppliers of frozen blueberries and red raspberries in North America. It is headquartered in Abbotsford, BC, Canada and it was founded in 1994.

#### Keygene NV

Keygene NV is a plant research company engaged in technological innovation for high crop yield and quality. The company was founded in 1989, and its headquarter is located in Gelderland, Netherlands. The company specialises in crop innovation, bioinformatics, data science, plant breeding, and genome sequencing, among many others.

#### Ocean Spray Cranberries Inc.

Ocean Spray Cranberries Inc. is a farmer-owned agricultural cooperative company. It is the world's leading producer of cranberry juices, juice drinks, and dried cranberries. They provide their products in over 100 countries worldwide. The company is headquartered in Massachusetts, United States and it was founded in 1930.

Other market players include Polarica Ab and Townsend Farms, Inc., among others.

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