

Berries and Grapes Market Growth Analysis - Market Size, Share, Forecast Trends and Outlook Report (2025-2034)

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Report description:

The berries and grapes market attained a value of USD 233.69 Billion in 2024 . The market is expected to grow at a CAGR of 5.50% during the forecast period of 2025-2034. By 2034, the market is expected to reach USD 399.18 Billion .

Berries and seedless grapes have become popular as convenient, on-the-go snack options. With small size, lack of preparation needs, and naturally sweet flavour, they appeal to busy consumers, especially parents and young professionals. In August 2024, Naturipe Farms launched Berry Buddies, a fun, kid-friendly berry snack aimed at delighting both children and health-conscious parents. The convenience factor is further amplified by ready-to-eat washed formats. As a result, growers and brands are innovating packaging and branding to fit this shift toward healthy snacking.

The berries and grapes industry is gaining momentum with increasing presence in functional foods and beverages. From antioxidant-rich juices and smoothies to yogurts, cereals, and baked goods, demand is strong for convenient formats that offer nutrition on the go. Freeze-dried berries, berry powders, and grape seed extracts are booming in the health supplements space. New value-added items include chocolate-covered berries, infused waters, and fermented grape snacks. This trend boosts grower margins and helps stabilize demand even outside of peak harvest windows.

Key Trends and Recent Developments

July 2025

Co op launched a limited edition grape variety called Mojito Fresh in the United Kingdom, available from 23 July in selected stores. Developed in Spain as part of a "Fresh Mocktail Collection," these grapes combine sweet Moscatel labrusca notes with a hint of lime and spearmint.

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April 2025

Univision Foods entered the B2C space with two new dry fruit brands, including Tauffa, launched as a January pilot with 15 SKUs priced from ₹99 and earning over ₹1 crore in three months, and Nut n Berry, a luxury line debuting with five SKUs priced between ₹500-₹3,000. While Tauffa targets daily snacking, Nut n Berry that focuses on urban gifting.

October 2024

Driscoll's officially entered the United Kingdom consumer market after completing its acquisition of Berry Gardens Limited. Leveraging a two decade exclusive partnership, the launch debuted with a "Devoted to Delicious" campaign in London to introduce its berries nationally by featuring billboards, sampling, a Brick Lane gifting installation.

June 2024

Sun World International unveiled two new table grape varieties, Applause, a mid season green seedless grape with a tropical, fruity sweetness, and Epic Crisp for offering firm crunch and juicy sweetness. These launches reflect Sun World's multi varietal branding strategy and are now rolling out via major American grocery chains.

Sustainability and Ethical Sourcing

Environmental and social concerns are reshaping the berries and grapes market dynamics with respect to production, marketing, and consumption. Consumers increasingly expect transparent sourcing, water efficiency, ethical labour practices, and reduced plastic use. Certifications and local organic labels have gained importance. In May 2024, California Giant Berry Farms rolled out its first Fair Trade USA Certified strawberries, marking a major step in its ethically sustainable sourcing strategy. Growers are investing in drip irrigation, renewable energy, and recyclable or compostable packaging.

Premiumisation and Specialty Varieties

Consumers are increasingly willing to pay more for premium berries and grapes that offer unique flavours, textures, or health benefits. Specialty grapes like Cotton Candy, Moon Drops, and the new Mojito Fresh cater to taste exploration. The premiumisation trend is being propelled by urban, affluent shoppers seeking gourmet or unique food experiences. In April 2024, Hortifrut's BERRY ON brand was launched in India for introducing premium club variety blueberries grown via controlled environment agriculture. This shift toward premium offerings has helped boost margins and differentiate products in a crowded market.

Urbanization and Retail Evolution

As more people live in cities, the demand for fresh, healthy food options has grown in urban retail environments, driving the berries and grapes industry value due to their convenience and minimal prep needs. According to the United Nations Population Fund, India's urban population is estimated to rise to about 5 billion. Supermarkets, convenience stores, and e-commerce platforms are responding with better displays, snackable portions, and express delivery options. Urbanization also fuels interest in local or hyper-local produce, encouraging the rise of rooftop farms and vertical berry production.

Innovations in Breeding and Genetics

Modern breeding programs are delivering grape and berry varieties that combine taste, durability, and nutrition. Using traditional crossbreeding and gene-editing tools, developers are enhancing flavour profiles, reducing acidity, and improving texture. In

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February 2024, HRB announced the first-ever successful regeneration of strawberry plants from a single gene-edited cell using its proprietary TiGER CRISPR workflow. Seedless varieties, larger berries, and resistance to diseases, such as powdery mildew are key targets. Breeding also aims for longer shelf life and better performance in variable climates.

Rise of Organic and Clean-Label Preferences

The organic berries and grapes demand is gaining ground as consumers seek foods free from synthetic pesticides and fertilizers. The clean-label movement, emphasizing transparency and minimal processing, aligns with fresh fruit consumption. In December 2023, Sunview, a family-owned fruit company, continues to expand its organic grape program, offering a comprehensive range of varieties. Retailers also stock a wider range of organic fruit, supported by certifications and farm-origin branding.

Berries and Grapes Industry Segmentation

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

Market Breakup by Nature

- Organic
- Conventional

Key Insight: The organic segment is growing rapidly due to rising consumer awareness about health, sustainability, and pesticide-free produce. Organic farming prohibits synthetic pesticides and fertilizers, resulting in cleaner, eco-friendly products. In July 2025, Mastronardi Produce launched SUNSET WOW Organic Strawberries, grown in state-of-the-art greenhouses in Ohio. Organic produce targets health-conscious consumers seeking natural antioxidants and nutrients. The growth of organic berries is also supported by certifications, which assure quality and authenticity, further boosting consumer confidence and market expansion globally.

Market Breakup by Type

- Strawberry
- Cranberry
- Blueberry
- Grapes
- Others

Key Insight: Strawberries are dominating the berries and grapes market growth due to their sweet taste, versatility, and nutritional benefits. They are widely used fresh, frozen, and in processed foods. Companies lead innovations with proprietary strawberry varieties offering extended shelf life and enhanced flavour. In January 2024, Limgroup unveiled its first seed-grown F1 Hybrid Strawberry, a breakthrough promising consistent flavour, high yields, and accelerated production cycles. Seasonal fluctuations and weather further impact strawberry supply, prompting advances in controlled environment agriculture to stabilize output.

Market Breakup by Application

- Food and Beverages
- Personal Care and Cosmetics

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- Pharmaceuticals and Dietary Supplement
- Others

Key Insight: The food and beverages segment is the market's largest application, incorporating fresh, frozen, and processed berries and grapes in snacks, desserts, juices, jams, and alcoholic drinks. Innovations like ready-to-eat packaging and berry-infused beverages cater to convenience and health trends. In April 2025, United Kingdom brand Hip Pop introduced a sparkling soda flavoured with blueberries, strawberries, and cherries. The surge in plant-based diets and natural ingredients further boosts berry inclusion in food products.

Market Breakup by Distribution Channel

- Direct
- Indirect

Key Insight: The direct distribution channel of the berries and grapes industry includes sales from growers or producers directly to consumers, retailers, or food service providers, without involving intermediaries. This model offers better margins for growers and greater product traceability for consumers. With increasing consumer demand for transparency and local sourcing, especially in organic and premium berry segments, direct sales are gaining traction, particularly in developed markets like North America and Western Europe.

Market Breakup by Region

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

Key Insight: North America is a leading market for both berries and grapes, driven by high consumer awareness, health trends, and advanced agricultural technology. As per the USDA, the United States' blueberry production is forecasted at 752,000 metric tons in 2025. The demand for organic and value-added berry products, such as smoothies and snacks, is especially strong. Technological advances in breeding, post-harvest handling, and precision farming support year-round supply and superior quality, reinforcing North America's position as a global leader in production and innovation.

Berries and Grapes Market Share

Rising Demand for Conventional Berries and Grapes

Conventional berries and grapes market dominates in volume due to higher yields and established farming techniques using synthetic fertilizers and pesticides. Large-scale producers supply conventional produce worldwide, ensuring availability and affordability. Conventional farming enables year-round production and supports large retail chains. Ongoing research into sustainable conventional practices aims to reduce environmental impact, making this segment adaptive to evolving consumer preferences and regulatory pressures.

Surging Consumption of Cranberry & Blueberries

Cranberries are primarily valued for their health benefits, particularly urinary tract infection prevention and antioxidant properties.

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They are commonly processed into juices, sauces, and supplements rather than consumed fresh. Brands, such as Ocean Spray dominate the cranberry market with both conventional and organic products. The rising demand for functional foods and dietary supplements further expands the cranberry segment. In addition, cranberries are gaining attention in cosmetics and personal care for their anti-aging benefits.

Blueberries are increasing the berries and grapes market revenue due to surging popularity to offer high antioxidant content and perceived superfood status. Both conventional and organic blueberries see strong demand, with producers investing in varietal development to enhance size, flavour, and shelf life. British blueberry production is projected to reach about 5,133 tonnes by the end of August 2025. Geographic expansion is also accelerating blueberry consumption globally, supported by improved cold chain logistics ensuring freshness.

Personal Care and Cosmetics & Pharmaceuticals and Dietary Supplements to Berries and Grapes Applications

Berries and grapes contribute valuable antioxidants, vitamins, and bioactive compounds to personal care and cosmetics. Extracts from blueberries, cranberries, and grapes are used in anti-aging creams, serums, and hair care products for their protective and rejuvenating effects. Companies focus on clean beauty trends, incorporating natural berry-derived ingredients to appeal to eco-conscious consumers. For instance, in October 2024, Croda Beauty unveiled Phytessence Wassai, a 100% natural, COSMOS-approved acai berry extract that boosts antioxidant protection, preserves elastin, and supports youthful skin resilience.

The pharmaceutical and dietary supplement segment of the berries and grapes industry leverages the rich antioxidant and anti-inflammatory properties of berries and grapes. Products include capsules, powders, and functional foods aimed at boosting immunity, heart health, and cognitive function. The rising interest in preventive healthcare supports this segment's expansion, with companies promoting organic berry-based supplements. Clinical research validating berry health benefits further enhances consumer trust.

Indirect Distribution to Boost Berries and Grapes Sales

In indirect distribution, berries and grapes are sold via intermediaries, such as wholesalers, distributors, and large retail chains before reaching end consumers. Major supermarket chains and foodservice distributors rely on this model to stock fresh and frozen berries year-round. In July 2025, Asda introduced rare Scottish-grown golden raspberries in select United Kingdom stores for offering limited-edition yellow-hued berries. Indirect distribution also allows for bulk handling, consistent supply, and the integration of value-added services like cold chain logistics and private-label branding.

Berries and Grapes Market Regional Analysis

Magnifying Berries and Grapes Preference in Europe & Asia Pacific

Europe is a mature and diverse berries and grapes market, with strong demand for organic, sustainably sourced, and regionally grown produce. Spain, Italy, and Poland are major producers, while the United Kingdom, Germany, and the Netherlands lead in consumption and imports. As per industry reports, the Spanish berry production is estimated to grow to about 139,000 metric tons by 2028. European consumers also support functional beverages, berry-infused dairy, and compostable packaging, making the region a trendsetter in ethical and health-conscious consumption.

Asia Pacific is the fastest-growing region for berries and grapes, driven by rising income, urbanization, and health-focused lifestyles in China, Japan, South Korea, and India. Blueberries and seedless grapes are especially popular among middle- and upper-class consumers. Cold chain investments and online grocery platforms are improving accessibility. Additionally, berries are increasingly used in bakery, yogurt, and skincare products. The region's growth potential is vast, supported by evolving diets and

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expanding middle-class populations.

Competitive Landscape

Key players in the berries and grapes market are employing several key strategies to stay competitive and grow. First, major players are investing heavily in product innovation, such as breeding new varieties with improved flavour, texture, shelf-life, and health benefits, ideally with a mix of traditional breeding and modern gene-kitting. Sustainability is also encouraging organizations to adopt organic farming practices, fair trade certification, and eco-friendly packaging to support environmentally minded consumers and build positive brand awareness. Geographic expansion into developing markets, using e-commerce or direct-to-consumer strategy, are also driving growth.

Collaborating and building relationships with influencers, and retailers are further supporting brand awareness and consumer education. Finally, players focus on health and wellness inherent in the product category, such as educating on antioxidants and natural sugars, to help support growth trends in the health and wellness sector. Collectively, these strategies allow companies to differentiate their offerings, build customer loyalty, and respond quickly to changing market demands.

Delano Farms Company

Founded in 1992 and headquartered in Delano, the United States, Delano Farms Company specializes in organic table grapes and other fresh fruit and vegetables. The company is proud of its focus on sustainability and produces organic produce. The company is growing quickly in the organic produce sector.

Costa Group

Founded in 1888 and based in Ravenhall, Costa Group is Australia's largest horticultural company. Costa has developed international operations, including the production of blueberries in Morocco and Laos. Costa Group promotes sustainable farming practices and has expanded its product range to include many fruits and vegetables.

Berry World Ltd.

Founded in 1994 and based in the United Kingdom, Berry World is a leading supplier of fresh berries. Berry World has developed strong partnerships with growers and retailers to consistently supply high quality berries. Berry World is committed to sustainability and innovation in berry production.

Driscoll's Inc.

Founded in 1904 and headquartered in Watsonville, the United States, Driscoll's is a global leader in fresh berries. The company has pioneered the development of proprietary berry varieties and is known for its extensive research and development efforts. Driscoll's emphasizes sustainability and has been recognized for its innovative approaches in the industry.

Other players in the berries and grapes market are Wish Farms Inc, among others.

Key Features of the Berries and Grapes Market Report

- Comprehensive quantitative analysis covering market size, growth, and forecasts to 2034.
- Detailed segmentation by nature, type, application, distribution channel, and geography.
- Insights into emerging trends like organic produce and berry-infused beverages.

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- Competitive landscape with profiles of leading companies and their innovations.
- Evaluation of supply chain dynamics and consumer demand drivers globally.
- Impact assessment of sustainability and clean-label trends on market growth.

Why Choose Expert Market Research?

- Trusted global insights backed by rigorous data and industry expertise.
- Timely and accurate market intelligence for strategic decision-making.
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Call to Action

Download your free sample report now to explore comprehensive berries and grapes market trends 2025 . Gain valuable insights into growth drivers, competitive dynamics, and emerging innovations. Stay ahead in the fresh fruit industry with Expert Market Research's trusted data and forecasts. Don't miss out on the latest market intelligence to inform your strategic planning and investment decisions.

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Global Red Berries Market

Global Fresh Berries Market

United Kingdom Berries Market

Global Organic Berries Market

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Berries and Grapes Market?Report Snapshots

Berries and Grapes?Companies

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