

Organic Fruits and Vegetables Market Outlook - Forecast Trends, Market Size, Share and Growth Analysis Report (2025-2034)

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Report description:

The global organic fruits and vegetables market was valued at USD 41059.05 Million in 2024 . The industry is expected to grow at a CAGR of 8.00% during the forecast period of 2025-2034 to attain a valuation of USD 88643.41 Million by 2034 .

Global Organic Fruits and Vegetables Market Growth

Organic refers to the production methods that abstain from the use of chemicals, hormones, artificial flavourings, or genetically modified organisms. Organic fruits and vegetables aren't grown with artificial sweeteners, colourings, preservatives, or monosodium glutamate (MSG). These agricultural practices rely on natural fertilisers like compost and manure to increase crop yield and quality. Additionally, organic produce often contains lower levels of harmful chemicals which make it a healthier option for consumers thus driving the organic fruits and vegetables market demand.

The cultivation of organic fruits and vegetables not only enhances soil health and biodiversity but also drives organic fruits and vegetables market growth. The increasing awareness of the influence of synthetic fertilizers and chemicals on water contamination as well as soil fertility has contributed towards boosting demand for organic produce lately, but this is just one of the aspects. Most importantly, conventional farming does not replenish topsoil, implying that critical mineral levels in land are eroding faster than nature can replace them. In addition, these techniques help the environment by aiding in pest management, protecting biodiversity, and reducing the greenhouse gases generated during food production. With consumer emphasis on individual health and environmental sustainability growing, the market for organic fruits and vegetables experiences a noteworthy increase. Additionally, the United States Department of Agriculture registered 16,585 organic farms in 2019 cultivating fruits more heavily than vegetables. This is projected to drive the market growth of organic fruits and vegetables during the forecast period as farmers are increasingly expected to grow organic products.

Global Organic Fruits and Vegetables Market Analysis

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The organic fruits and vegetables industry growth is fuelled by the growing health consciousness among consumers. Consumers are more inclined towards health and want to opt for organic foods which do not contain pesticides or chemicals. The growing perception that organic fruits and vegetables are healthier due to fewer artificial chemicals has also helped increase demand, particularly in developed markets. North America is expected to be a significant regional market for organic fruits and vegetables. This growth in the market of this region is primarily driven by high disposable income and increasing purchasing power of the consumers in the region. Moreover, the rising consciousness about health and fitness is leading to high spending on vegetables laden with chemical residues.

The organic fruits and vegetables market dynamics and trends are significantly influenced by innovations in organic farming practices, including precision agriculture, bio-pesticides, and organic fertilizers. These advancements enhance yield quality while simultaneously reducing production costs, making organic produce more accessible and affordable, thereby broadening its market reach. Additionally, the growth of online grocery shopping has played a crucial role in the organic fruits and vegetables sector.

Further, e-commerce platforms facilitate consumer access to a diverse range of organic products, encouraging increased consumption. The transparency offered by e-commerce platforms also contributes to rising organic fruits and vegetables demand. With online platforms, it is easy to access, browse, and compare rates of organic fruits and get them delivered without leaving your home, adding a cherry on top with some speciality items that you may not see locally. An increase in demand for natural organic stevia powder is balanced by this ease of access, as more consumers turn to healthier eating and face a lack of supply at most brick-and-mortar grocery stores.

Organic Fruits and Vegetables Industry Outlook

As per the Agricultural and Processed Food Products Export Development Authority (APEDA), Gujarat saw substantial growth over the six years. Starting at 70,495.05 hectares in 2016-17, the certified area increased to 85,400.71 hectares in 2017-18, followed by further expansion to 94,708.69 hectares in 2018-19. The most significant surge occurred in 2020-21, when the area jumped to 1,478,66.41 hectares, culminating in 602,248.50 hectares by 2021-22. This represents a staggering 754% growth over six years, showcasing the state's aggressive investment in organic farming. Further, Jharkhand showed consistent expansion from 36,813.95 hectares in 2016-17 to 51,187.93 hectares in 2017-18. This growth continued with 58,116.87 hectares in 2018-19 and further increased to 81,661.70 hectares in 2020-21. The expansion of organic cultivation land is playing a crucial role in driving the organic fruits and vegetables market revenue by meeting the increasing consumer demand for healthier, chemical-free produce. As consumer preferences shift toward products free from synthetic pesticides and fertilizers, farmers are responding by dedicating more land to organic farming practices.

Moreover, countries with significant tropical and subtropical organic fruit cultivation demonstrate varying levels of commitment to organic farming based on the hectares under certification. In 2019, the Dominican Republic led in organic area with 83,507 hectares. Ecuador followed with 15,813 hectares whereas Chile stood out with 116 hectares. Costa Rica also maintained a sizable organic area with 5,228 hectares, equating to 4.6% of its agricultural land, supporting the country's well-established organic industry. In Croatia, 65 hectares are devoted to organic fruits. Burkina Faso followed a similar pattern, with 10,213 hectares, highlighting a robust commitment to organic farming. Smaller nations like the Cook Islands exhibit a notable percentage of organic land usage, with 24 hectares equating to 5.5% of the country's total agricultural area. This shows even small island nations are making significant strides in organic agriculture. Government initiatives promoting organic farming and sustainable agriculture also encourage the use of more land for organic crops, boosting supply. This expansion enables greater availability of organic produce, which leads to higher sales and revenue in the market. Increasing organic farmland also opens new markets for organic inputs, certification services, and sustainable farming technologies, contributing to the organic fruits and vegetables industry revenue.

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The increasing consumer preference for healthy, chemical-free food products is driving the organic fruits and vegetables market demand.

- Supportive government policies promoting organic farming.
- Expanding availability through e-commerce platforms and retail channels.

Higher production costs compared to conventional farming can affect pricing and act as a barrier to usage.

- Limited availability of organic-certified farmland in some regions.
- Challenges in maintaining consistent quality and supply chain integrity.

Sustainable and eco-friendly agricultural practices can boost the organic fruits and vegetables industry growth.

- Technological advancements in organic farming, enhancing yield and reducing costs.
- Potential for expansion into emerging markets with rising health awareness.

Intense competition from conventional and genetically modified produce can affect the market.

- Vulnerability to supply chain disruptions and climate-related challenges.
- Strict regulations and certification processes that increase operational costs.

Key Players in the Global Organic Fruits and Vegetables Market and Their Key Initiatives

The WhiteWave Foods Company

- Expanded its Horizon Organic brand.
- Invested in sustainable farming practices which has improved the supply chain for organic fruits and vegetables, further resulting in driving the demand of the organic fruits and vegetables market.

General Mills Inc.

- Launched initiatives to promote regenerative agriculture on over 500,000 acres, aiming for 1 million acres by 2030.
- Introduced organic products like Kernza[®] cereal.

Green Organic Vegetables, Inc.

- Launched a new line of pesticide-free, organic frozen vegetable products globally.
- Introduced advanced eco-friendly packaging to reduce waste and improve product sustainability.

Global Organic Fruits and Vegetables Industry Segmentation

Global Organic Fruits and Vegetables Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments

Market Breakup by Product Type

- Organic Fruits

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- Organic Vegetables

Market Breakup by Form

- Fresh
- Frozen

Market Breakup by End User

- Residential
- Commercial

Market Breakup by Distribution Channel

- Supermarkets
- Hypermarkets
- Convenience Stores
- Online Sales Channels
- Others

Market Breakup by Region

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

Organic Fruits and Vegetables Market Share

The fresh form of organic fruits and vegetables is fuelling the growth of the organic fruits and vegetables industry due to consumer preference for higher nutritional value, superior taste, and minimal processing. Health-conscious buyers increasingly favour fresh, seasonal, and locally sourced produce, which is driving demand over frozen alternatives. The farm-to-table trend and focus on food safety further support this shift. The growth of farmers' markets, grocery stores, and direct-to-consumer delivery services offering fresh organic produce has made fresh options more accessible, contributing to their increased popularity. The immediate availability and perceived higher quality of fresh organic produce are key factors driving the growth of this segment over frozen alternatives.

Leading Companies in the Organic Fruits and Vegetables Market

The companies specialise in sustainable farming practices and eco-friendly packaging to enhance the supply chain of organic vegetables and fruits.

- The WhiteWave Foods Company
- General Mills Inc.
- Green Organic Vegetables, Inc.
- Others

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