

Yumberry Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The global yumberry market witnessed a healthy growth in the historical period of 2018-2024, aided by the rising demand for organic food. In 2024, the yumberry production stood at 1039.50 thousand tons in China, which accounts for the majority of the yumberry production globally. The market in China is expected to grow at a CAGR of 5.00% during the forecast period of 2025-2034.

North American and European Regions to Significantly Contribute to the Growth of Yumberry Market

The extensive use of yumberry by manufacturers in the beverage industry has led to the rapid growth of the market. This trend is more prominent in the North American region and, to some extent, in Europe. A change in lifestyle of people and a rising shift towards organic products is expected to aid the market growth in these regions.

China is the leading producer of yumberry, with almost 90% of the market share. The rest of the production lies in countries like Japan, India, Thailand, and Vietnam. The growing demand for superfruits and exotic fruits has led to an increase in the production capacities of the fruit. Yumberries boast of their fresh and pleasant taste, which is leading to their increasing adoption and providing the key industry players with an edge in the industry.

Yumberry: Market Segmentation

Yumberry is the commercial name for the fruit yangmei, which is native to China and Japan. Yumberry is a spherical, reddish-purple coloured fruit, and has a slight resemblance to raspberries. It has a sweet-sour flavour similar to cranberry and pomegranate. The fruit has a high antioxidant activity and vitamin and mineral content.

Based on type, the market is bifurcated into:

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- Organic
- Conventional

On the basis of application, the industry can be segmented into:

- Food and beverages
- Pharmaceuticals
- Cosmetics and Personal Care
- Dietary Supplements
- Others

The regional markets for the product include:

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

The Growing Demand for Organic Food is Driving the Yumberry Market Growth

The substantial rise in the level of awareness among people regarding the advantages of consuming organic food products has led to the increased demand for yumberry, thus, aiding the growth of the global yumberry industry. To further drive the market forward, the rising demand is being complemented by the use of advanced technologies to increase production. Yumberry has earned the title of a superfruit owing to its extraordinary antioxidant properties and is increasingly being used in fruit juices, driving the product's growth within the food and beverage industry. The rise in disposable incomes of people, majorly in developing nations, is expected to encourage the growth of the yumberry industry further in the coming years.

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