

Europe Blueberry - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Europe Blueberry Market Analysis

Europe blueberry market size in 2026 is estimated at USD 6.71 billion, growing from 2025 value of USD 6.2 billion with 2031 projections showing USD 9.98 billion, growing at 8.27% CAGR over 2026-2031. Increasing adoption of controlled-environment agriculture (CEA) supports consistent year-round yields, while mechanized harvesting technologies are reducing field labor requirements. Consumer demand for antioxidant-rich snacks reinforces premium pricing power, particularly in health-aware urban markets across Germany and the Netherlands. EU specialty-crop support programs and private equity inflows into modern production systems further accelerate capacity expansion, even as growers contend with labor scarcity and stringent water-use regulations. Competitive balance remains moderate because a long tail of regional farms continues to sell directly to retailers and pick-your-own customers, limiting rapid consolidation despite headline acquisitions by multinational breeders.

Europe Blueberry Market Trends and Insights

Rising Adoption of Controlled-Environment Agriculture

CEA (Controlled-Environment Agriculture) enables berries to ripen independent of external weather, closing historical winter supply gaps that once favored imports. Dutch growers integrate high-pressure sodium and LED lighting to manipulate photoperiods, while Spanish operators retrofit plastic-tunnel systems in Asturias to secure shoulder-season volumes. Up-front capital outlays are substantial, but higher yields, premium grades, and reduced crop losses underpin attractive pay-back horizons

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

for export-oriented estates. Northern countries leverage to localize supply and shorten cold-chain distances, thereby cutting transport emissions and satisfying retailer carbon commitments. Investment momentum suggests acreage will expand fastest where power costs are stable and financing channels remain favorable.

Expansion of Mechanized Harvesting Technologies

Automated pickers such as the electric Harvy 500 combine soft-catch platforms with self-guided steering to protect delicate fruit while saving labor. German equipment manufacturers refine chassis dimensions for the narrow headlands typical of Central-European farms, enabling family-owned orchards to mechanize without extensive field restructuring. Polish cooperatives deploy shared-ownership models to spread capital costs and accelerate fleet penetration. Data-rich sensors embedded in harvesters map yield variability in real time, feeding analytics that guide pruning, fertigation, and re-planting decisions. Long term, mechanization is anticipated to drive a wholesale upgrade in orchard architecture toward single-row, machine-friendly canopies that further reduce unit costs and extend the picking window.

Labor Shortages During Peak Harvest

Seasonal labor pools have shrunk as rising rural wages and tighter immigration policies redirect workers to construction and logistics, leaving orchards understaffed during critical ripening windows. Spain and Poland contend with acute competition from German farms offering higher pay. Transitioning to mechanical pickers mitigates exposure but requires multi-year re-trellising and operator-training cycles. Worsening labor scarcity could accelerate farm consolidation toward well-capitalized estates able to fund full mechanization.

Other drivers and restraints analyzed in the detailed report include:

Growing Demand for Antioxidant-Rich Snacks
European Union specialty-crop support programs
Increasing Incidence of Mummy-Berry and Scorch Virus

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The Europe Blueberry Market Report is Segmented by Geography (Spain, Poland, Germany, Netherlands, United Kingdom, and More). Report Includes Production Analysis (Volume), Consumption Analysis (Value and Volume), Export Analysis (Value and Volume), Import Analysis (Value and Volume), and Price Trend Analysis. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

List of Companies Covered in this Report:

Market Overview
Market Drivers
Market Restraints
Technological Outlook
Regulatory Landscape
Value/Supply-Chain Analysis
PESTEL Analysis
List of Stakeholders

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

1 Introduction

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 Research Methodology

3 Executive Summary

4 Market Landscape

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising adoption of controlled-environment agriculture

4.2.2 Expansion of mechanized harvesting technologies

4.2.3 Growing demand for antioxidant-rich snacks

4.2.4 European Union specialty-crop support programs

4.2.5 Retail-chain private-label programs securing grower contracts

4.2.6 Blueberry inclusion in school-meal standards

4.3 Market Restraints

4.3.1 Labor shortages during peak harvest

4.3.2 Increasing incidence of mummy-berry and scorch virus

4.3.3 Price volatility from import competition

4.3.4 Water-use regulations

4.4 Technological Outlook

4.5 Regulatory Landscape

4.6 Value/Supply-Chain Analysis

4.7 PESTEL Analysis

5 Market Size and Growth Forecasts

5.1 By Geography (Production Analysis in Volume, Consumption Analysis by Volume and Value, Import Analysis by Value and Volume, Export Analysis by Value and Volume, and Price Trend Analysis)

5.1.1 Spain

5.1.2 Poland

5.1.3 Germany

5.1.4 Netherlands

5.1.5 United Kingdom

5.1.6 France

5.1.7 Italy

6 Competitive Landscape

6.1 List of Stakeholders

6.1.1 Driscoll's Inc.

6.1.2 Wish Farms Inc.

6.1.3 BerryWorld Group Ltd.

6.1.4 Naturipe Farms LLC

6.1.5 Hortifrut S.A.

6.1.6 Planasa Group

6.1.7 OzBlu

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.1.8 Hall Hunter Partnership
- 6.1.9 Fall Creek Farm & Nursery Inc.
- 6.1.10 Giddings Fruit S.A.

7 Market Opportunities and Future Outlook

Europe Blueberry - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

