

# **Global Blueberry Ingredient Market Size study, by Application (Pharmaceutical, Food and Beverage and Nutraceutical/Dietary Supplement), Ingredient Type (Frozen Blueberry, Dried Blueberry, Blueberry Juice Concentrate, Blueberry Puree, and Others), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Blueberry Ingredient Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than 7.34% over the forecast period 2022-2028. Blueberries are high in fibre, vitamin C, vitamin K, and manganese, making them one of the most nutrient-dense berries. Blueberries are preferred by health-conscious customers because they reduce the risk of obesity, diabetes, heart disease, and overall mortality. Blueberries also enhance hair and skin health, greater vitality, and general weight loss, all of which have fueled the demand for blueberry-based foods. The market is driven by key factors such as rising demand from the food industry and raising public awareness regarding the health benefit. As per Statista, the worldwide health and wellness food market was worth USD 733.1 billion in 2020, and it is expected to grow to USD 1 trillion by 2026. Furthermore, increase in product launches and acquisition activities across the globe boost the market opportunities in the upcoming years. For instance, Tunckaya, a distributor of food ingredients and additives in Turkey, was acquired by Azelis, a food and chemical components provider, in 2022. Azelis sells a variety of blueberry-based substances all around the world. However, product lifecycle impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Blueberry Ingredient Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North

America is leading the market share and is expected to be the fastest contributor in the upcoming years, owing to the increasing application of blueberry in healthy snack bars and raising public awareness regarding the health benefits

Major market players included in this report are:

Ingredion Incorporated

Sensient Technologies

R. J. Van Drunen & Sons, Inc.

Carruba Inc

AGRANA Beteiligungs AG

Givaudan

DOHLER GmbH.

Tianjin Jianfeng Natural Product R&D Co. Ltd

Scenic Fruit Company

Nutra Green Biotechnology Co. Ltd

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Pharmaceutical

Food and Beverage

Nutraceutical/Dietary Supplement

By Ingredient Type:

Frozen Blueberry

Dried Blueberry

Blueberry Juice Concentrate

Blueberry Puree

Others

By Region:

North America

U.S.

Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Blueberry Ingredient Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
  - 1.2.1. Blueberry Ingredient Market, by Region, 2020-2028 (USD Billion)
  - 1.2.2. Blueberry Ingredient Market, by Application, 2020-2028 (USD Billion)
  - 1.2.3. Blueberry Ingredient Market, by Ingredient Type, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL BLUEBERRY INGREDIENT MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL BLUEBERRY INGREDIENT MARKET DYNAMICS**

- 3.1. Blueberry Ingredient Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising demand from the food industry
    - 3.1.1.2. Raising public awareness regarding the health benefit
  - 3.1.2. Market Challenges
    - 3.1.2.1. Product lifecycle
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing application of blueberry in healthy snack bars and Greek yogurt
    - 3.1.3.2. Product Launches

### **CHAPTER 4. GLOBAL BLUEBERRY INGREDIENT MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL BLUEBERRY INGREDIENT MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Global Blueberry Ingredient Market by Application, Performance - Potential Analysis
- 6.3. Global Blueberry Ingredient Market Estimates & Forecasts by Application, 2018-2028 (USD Billion)
- 6.4. Blueberry Ingredient Market, Sub Segment Analysis
  - 6.4.1. Pharmaceutical
  - 6.4.2. Food and Beverage
  - 6.4.3. Nutraceutical/Dietary Supplement

## **CHAPTER 7. GLOBAL BLUEBERRY INGREDIENT MARKET, BY INGREDIENT TYPE**

- 7.1. Market Snapshot
- 7.2. Global Blueberry Ingredient Market by Ingredient Type, Performance - Potential Analysis
- 7.3. Global Blueberry Ingredient Market Estimates & Forecasts by Ingredient Type,

2018-2028 (USD Billion)

#### 7.4. Blueberry Ingredient Market, Sub Segment Analysis

- 7.4.1. Frozen Blueberry
- 7.4.2. Dried Blueberry
- 7.4.3. Blueberry Juice Concentrate
- 7.4.4. Blueberry Puree
- 7.4.5. Others

## **CHAPTER 8. GLOBAL BLUEBERRY INGREDIENT MARKET, REGIONAL ANALYSIS**

### 8.1. Blueberry Ingredient Market, Regional Market Snapshot

#### 8.2. North America Blueberry Ingredient Market

- 8.2.1. U.S. Blueberry Ingredient Market
  - 8.2.1.1. Application breakdown estimates & forecasts, 2018-2028
  - 8.2.1.2. Ingredient Type breakdown estimates & forecasts, 2018-2028
- 8.2.2. Canada Blueberry Ingredient Market

#### 8.3. Europe Blueberry Ingredient Market Snapshot

- 8.3.1. U.K. Blueberry Ingredient Market
- 8.3.2. Germany Blueberry Ingredient Market
- 8.3.3. France Blueberry Ingredient Market
- 8.3.4. Spain Blueberry Ingredient Market
- 8.3.5. Italy Blueberry Ingredient Market
- 8.3.6. Rest of Europe Blueberry Ingredient Market

#### 8.4. Asia-Pacific Blueberry Ingredient Market Snapshot

- 8.4.1. China Blueberry Ingredient Market
- 8.4.2. India Blueberry Ingredient Market
- 8.4.3. Japan Blueberry Ingredient Market
- 8.4.4. Australia Blueberry Ingredient Market
- 8.4.5. South Korea Blueberry Ingredient Market
- 8.4.6. Rest of Asia Pacific Blueberry Ingredient Market

#### 8.5. Latin America Blueberry Ingredient Market Snapshot

- 8.5.1. Brazil Blueberry Ingredient Market
- 8.5.2. Mexico Blueberry Ingredient Market

#### 8.6. Rest of The World Blueberry Ingredient Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

### 9.1. Top Market Strategies

## 9.2. Company Profiles

### 9.2.1. Nutra Green Biotechnology Co. Ltd

#### 9.2.1.1. Key Information

#### 9.2.1.2. Overview

#### 9.2.1.3. Financial (Subject to Data Availability)

#### 9.2.1.4. Product Summary

#### 9.2.1.5. Recent Developments

### 9.2.2. Ingredion Incorporated

### 9.2.3. Sensient Technologies

### 9.2.4. R. J. Van Drunen & Sons, Inc.

### 9.2.5. Carruba Inc

### 9.2.6. AGRANA Beteiligungs AG

### 9.2.7. Givaudan

### 9.2.8. DOHLER GmbH.

### 9.2.9. Tianjin Jianfeng Natural Product R&D Co. Ltd

### 9.2.10. Scenic Fruit Company

## **CHAPTER 10. RESEARCH PROCESS**

### 10.1. Research Process

#### 10.1.1. Data Mining

#### 10.1.2. Analysis

#### 10.1.3. Market Estimation

#### 10.1.4. Validation

#### 10.1.5. Publishing

### 10.2. Research Attributes

### 10.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Blueberry Ingredient Market, report scope

TABLE 2. Global Blueberry Ingredient Market estimates & forecasts by Region  
2018-2028 (USD Billion)

TABLE 3. Global Blueberry Ingredient Market estimates & forecasts by Application  
2018-2028 (USD Billion)

TABLE 4. Global Blueberry Ingredient Market estimates & forecasts by Ingredient Type  
2018-2028 (USD Billion)

TABLE 5. Global Blueberry Ingredient Market by segment, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 6. Global Blueberry Ingredient Market by region, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 7. Global Blueberry Ingredient Market by segment, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 8. Global Blueberry Ingredient Market by region, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 9. Global Blueberry Ingredient Market by segment, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 10. Global Blueberry Ingredient Market by region, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 11. Global Blueberry Ingredient Market by segment, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 12. Global Blueberry Ingredient Market by region, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 13. Global Blueberry Ingredient Market by segment, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 14. Global Blueberry Ingredient Market by region, estimates & forecasts,  
2018-2028 (USD Billion)

TABLE 15. U.S. Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD  
Billion)

TABLE 16. U.S. Blueberry Ingredient Market estimates & forecasts by segment  
2018-2028 (USD Billion)

TABLE 17. U.S. Blueberry Ingredient Market estimates & forecasts by segment  
2018-2028 (USD Billion)

TABLE 18. Canada Blueberry Ingredient Market estimates & forecasts, 2018-2028  
(USD Billion)



TABLE 19. Canada Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 20. Canada Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 21. UK Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 22. UK Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 23. UK Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 24. Germany Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 25. Germany Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 26. Germany Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 27. RoE Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 28. RoE Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 29. RoE Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 30. China Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 31. China Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 32. China Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 33. India Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 34. India Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 35. India Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 36. Japan Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 37. Japan Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 38. Japan Blueberry Ingredient Market estimates & forecasts by segment

2018-2028 (USD Billion)

TABLE 39. RoAPAC Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 40. RoAPAC Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 41. RoAPAC Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 42. Brazil Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 43. Brazil Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 44. Brazil Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 45. Mexico Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 46. Mexico Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 47. Mexico Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 48. RoLA Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 49. RoLA Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 50. RoLA Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 51. Row Blueberry Ingredient Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 52. Row Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 53. Row Blueberry Ingredient Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Blueberry Ingredient Market

TABLE 55. List of primary sources, used in the study of global Blueberry Ingredient Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Blueberry Ingredient Market, research methodology
- FIG 2. Global Blueberry Ingredient Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Blueberry Ingredient Market, key trends 2021
- FIG 5. Global Blueberry Ingredient Market, growth prospects 2022-2028
- FIG 6. Global Blueberry Ingredient Market, porters 5 force model
- FIG 7. Global Blueberry Ingredient Market, pest analysis
- FIG 8. Global Blueberry Ingredient Market, value chain analysis
- FIG 9. Global Blueberry Ingredient Market by segment, 2018 & 2028 (USD Billion)
- FIG 10. Global Blueberry Ingredient Market by segment, 2018 & 2028 (USD Billion)
- FIG 11. Global Blueberry Ingredient Market by segment, 2018 & 2028 (USD Billion)
- FIG 12. Global Blueberry Ingredient Market by segment, 2018 & 2028 (USD Billion)
- FIG 13. Global Blueberry Ingredient Market by segment, 2018 & 2028 (USD Billion)
- FIG 14. Global Blueberry Ingredient Market, regional snapshot 2018 & 2028
- FIG 15. North America Blueberry Ingredient Market 2018 & 2028 (USD Billion)
- FIG 16. Europe Blueberry Ingredient Market 2018 & 2028 (USD Billion)
- FIG 17. Asia Pacific Blueberry Ingredient Market 2018 & 2028 (USD Billion)
- FIG 18. Latin America Blueberry Ingredient Market 2018 & 2028 (USD Billion)
- FIG 19. Global Blueberry Ingredient Market, company market share analysis (2021)

## I would like to order

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