

# **Global Dragon Fruit Market by Type (Hylocereus undatus , Hylocereus costaricensis ,and Hylocereus megalanthus), Application ( Direct Consumption, Jams, Sauce, Ice cream, Salad, and Others) and Distribution channel{Store-Based(Supermarkets & Hypermarkets, Convenience Stores, and Others, Non Store-Based), Regional Forecasts 2021-2027**

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## **Abstracts**

Global Dragon Fruit Market to reach USD XX billion by 2027.

Global Dragon Fruit Market is valued approximately at USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than 3.9% over the forecast period 2021-2027. Dragon Fruit has therapeutic and nutritional properties. It is high in fiber and antioxidants, both of which assist to reduce the risk of cancer. It's widely available in raw and powdered form, and it's also used to make nutritious foods and beverages. Vietnam is the largest producer of dragon fruit among all producers. Furthermore, increased demand for fresh dragon fruit propel the market in the forecast period. For instance, According to Vietnam's Ministry of Industry and Trade, Vietnam Export 80 percent of its total dragon fruits to China only. Whereas China sold 99 percent of dragon fruits imported from Vietnam. The Vietnamese dragon fruit is in high demand in the Chinese market, owing to its large production and economic importance. However, costlier than other fruits, may impede market growth over the forecast period of 2021-2027.

The largest producers of dragon fruit in Asia Pacific are Vietnam, China, and Indonesia. Vietnam alone generated more than 50.0 percent of the dragon fruit globally, with the majority of the fruit intended for export rather than domestic consumption. It's

considered a high-value crop, and the Vietnamese fruit sector has a competitive advantage. In 2019, the total area under dragon fruit cultivation in Vietnam was over 55,000.0 hectares, with the white flesh variety accounting for more than 95.0 percent of output and the red flesh type accounting for 4.5 percent.

Major market player included in this report are:

Great Sun Pitaya Farm Sdn. Bhd.,  
Pitaya Plus  
Welch Foods Inc.  
Nam Viet Foods & Beverag Co., Ltd.  
Biourah Herbal (M) SdnBhd  
Madam Sun Sdn.Bhd  
Bai Brands (Dr Pepper Snapple Group, Inc.)  
Raw Nice  
Hybrid Herbs  
Light Cellar

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 Type:

Hylocereus undatus  
Hylocereus costaricensis  
Hylocereus megalanthus

By Application:

Direct Consumption  
Jams  
Sauce  
Ice cream

Salad

Others

By Distribution Channel:

Store Based

Non Store Based

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

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Dragon Fruit 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

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