

# **Global Packaged Salad Market Size study, by Product (Vegetarian and Non-vegetarian), by Processing (Organic and Conventional), by Type (Packaged Greens and Packaged Kits), by Distribution Channel (Online and Offline) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Packaged Salad Market is valued approximately at USD 10.78 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 8.2% over the forecast period 2021-2027. Packaged salad is a rich source of fiber and other nutrients such as vitamin A and C, which is usually seasoned with oil, dressings, vinegar, and sometimes accompanied by meat, fish, or other ingredients. Increasing investment by the market players, increasing trend of healthy lifestyle and benefits such as easily digestible and low calorie content are the factors driving the market towards growth. For instance, in March 2021, Dole Food Company Inc. partnered with Beanstalk, for the extension of its brand into food categories such as packaged salad, sauces, baked foods and snacks. Furthermore, growing trend for organic food and beverages is expected to drive the market positively in future. However, lack of awareness regarding packaged salad in emerging economies may hamper the market during forecast period.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are considered for the regional analysis of the global Packaged Salad Market. North America is the dominating region across the world in terms of market share due to growing health-related concerns among people which is increasing the demand for nutritional products. Whereas Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to growing number of health-conscious individuals spanning across all demographics.

Major market player included in this report are:

BrightFarms, Inc.  
Dole Food Company, Inc.  
Earthbound Farm  
Fresh Express Incorporated  
Gotham Greens Holdings, LLC  
Mann Packing Co., Inc.  
United Salad Co.  
Zina's Salads Inc.  
Eat Smart  
Taylor Farms

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 Product:

Vegetarian

Non-vegetarian

By Processing:

Organic

Conventional

By Type:

Packaged Greens

Packaged Kits

By Distribution Channel:

Online

Offline

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 Packaged Salad 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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