

# **Global Processed Superfruits Market Size study, by Form (Liquid, Frozen, Powder, and Canned), Application (Food, Beverages, and Cosmetics) and Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/G3241C57A88DEN.html>

Date: June 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G3241C57A88DEN

## **Abstracts**

Global Processed Superfruits Market is valued approximately USD 41.86 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.2 % over the forecast period 2021-2027. Processed Superfruits provide significant health advantages in terms of nutritional content. It contains the most antioxidants, minerals, amino acids, vitamins, and healthy fats. Rising demand for natural flavours in food items is expected to fuel the expansion of the processed superfruit market. Growing demand for organic and natural antioxidants in the food and beverage industries is expected to boost the market growth of processed superfruits. Antioxidants derived from superfruits provide several health advantages, including lowering the risk of diseases such as obesity and diabetes. According to a survey by Organic Trade Association (OTA), in 2019, organic food sales increased by 5.9% and the sale of organic beverages grew by 13.5%. According to The Institute of Food Technologists, In February 2020, global sales of fortified/functional foods surpassed \$267 billion, while sales of naturally healthy foods surpassed \$259 billion. However, the flavour of superfruits has a consistency problem, and there aren't enough high-tech production facilities to meet the demand which hinders the growth of the market over the forecast period of 2021-2027. Also, increasing demand for superfruits in the anti-aging natural cosmetics sector, as well as increased usage of processed superfruits in nutritional supplements is likely to increase the market growth during the forecast period.

The global processed superfruits market is segmented into main regions such as Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is a significant region across the world in terms of market share owing to the

change in consumer preference for convenience goods, increasing demand for packaged and prepared food and adoption of healthy lifestyle. Whereas, Asia-Pacific is also anticipated to show highest growth over the forecast period 2021-2027. Factors such as rising disposable income, growing food & beverages industry, changing lifestyle and shift towards natural and healthy products would create lucrative growth prospects for the Processed Superfruits market across Asia-Pacific region.

Major market player included in this report are:

Uren Food Group Limited

Symrise AG

SunOpta Inc.

Kerry Group plc

Agrana Beteiligungs-AG

Del Monte Pacific Limited

Ocean Spray Cranberries Inc.

PepsiCo Inc.

Dabur India Ltd.

Frutarom Industries 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 Form:

Liquid

Frozen

Powder

Canned

By Application:

Food

Beverages

Cosmetics

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 Processed Superfruits 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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