

# **Global Red Berries Market Size study, by Berry Type (Cranberry, Strawberry, Red Raspberry, Cherry, Grapes, and Red Currants) by Product Type (Frozen, Puree, Juice Concentrate, Powder, and Not from Concentrate) by Nature (Organic, Conventional) by end use industries (Dairy, Bakery & Confectionery, Beverages, Snack Food, Nutraceuticals, and Sauces & Fruit Preserve) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Red Berries Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. Red Berries are small pulpy fruits and good source of fiber and antioxidants. Red berries are widely used in dairy products, beverages and bakery sector. Growing production of red berries and increasing adoption of natural flavors in food & beverages industry are key drivers for the growth of Red Berries market. For instance, according to U.S. department of Agriculture - total production of cranberries in the year 2021 in USA is estimated at 7.9 million barrels, up from 1 percent from the year 2020. Also, production in Wisconsin State is estimated to reach 4.7 million barrels in 2021, an increase of around 1% from 2020 apart from Wisconsin, in Massachusetts and Oregon state, production volumes are estimated at 2.1 and 0.6 million barrels respectively. Also, in March 2021, Ocean Spray Cranberries, Inc introduced an Ocean Spray Fruit Medley, a new dried fruit line of combinations of Dried Cranberries and other dried fruits. Also, with the increasing demand from end use verticals and growing demand for fruit-based preserves, the adoption & demand for Red Berries is likely to increase the market growth during the forecast period. However, premium pricing of Red Berries and high sugar content may impede the growth of the market over the

forecast period of 2022-2028.

The key regions considered for the global Red Berries market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Europe is the leading region across the world in terms of market share owing to presence of well-established food and beverages industry in the region. Whereas, North America is also anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such increasing production of red berries in the region would create lucrative growth prospects for the Red Berries market across Asia-Pacific region.

Major market player included in this report are:

Ocean Spray Cranberry Inc.,  
Döhler Group,  
Sunopta, Inc.,  
Hortex Group,  
Milne Fruit Products,  
Fruit D'or,  
Townsend Farms, Inc.,  
Kerr Concentrates Inc.,  
Maberry & Maberry Berry Associates,  
Pacific Coast Fruit Products 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 Berry Type:

Cranberry  
Strawberry  
Red Raspberry  
Cherry  
Grapes  
Red Currants

By Product Type:

Frozen

Puree

Juice Concentrate

Powder

Not From Concentrate

By Nature:

Organic

Conventional

By End Use Industries:

Dairy

Bakery & Confectionery

Beverages

Snack Food

Nutraceuticals

Sauces & Fruit Preserve

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 Red Berries 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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