

Global Kiwifruit Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Kiwifruit, also known as Chinese gooseberry, is a popular fruit known for its vibrant green flesh and unique taste. It is rich in essential nutrients like vitamin C, vitamin K, and fiber, making it a sought-after choice among health-conscious consumers. The market for kiwifruit is characterized by its global presence, with key producers including New Zealand, Italy, and China.

In 2023, the global kiwifruit market was valued at approximately \$1.2 billion. The market is projected to grow at a compound annual growth rate (CAGR) of 5.8% from 2024 to 2032. This growth can be attributed to several key drivers, including increasing consumer awareness of the health benefits of kiwifruit, rising demand for exotic fruits, and expanding distribution channels in both developed and emerging markets.

One of the prominent trends in the kiwifruit market is the growing popularity of organic and sustainably sourced produce. Consumers are increasingly seeking organic options due to health and environmental concerns, leading to a rise in organic kiwifruit production globally. For example, New Zealand has seen a significant increase in organic kiwifruit cultivation in recent years to cater to this demand.

Another trend shaping the market is the emphasis on product innovation and diversification. Companies are introducing new varieties of kiwifruit with different flavors, textures, and sizes to appeal to a wider consumer base. Additionally, processed kiwifruit products such as juices, snacks, and supplements are gaining traction, offering convenience and versatility to consumers.

Furthermore, the market is witnessing a shift towards sustainable farming practices and supply chain management. Sustainable initiatives such as water conservation, energy efficiency, and waste reduction are becoming integral to kiwifruit cultivation to minimize environmental impact and meet consumer expectations for ethically produced goods.

In terms of regional market distribution, New Zealand remains a leading producer and exporter of kiwifruit, known for its high-quality fruit and advanced agricultural practices. Italy is another key player in the market, particularly renowned for its Hayward variety of kiwifruit. China, with its vast production capacity, is a dominant force in the global kiwifruit market, supplying a significant portion of the fruit consumed worldwide.

Despite the positive growth outlook, the kiwifruit market faces challenges such as climate change impacts on cultivation, supply chain disruptions, and price volatility due to fluctuating demand and supply dynamics. Addressing these challenges will require industry stakeholders to invest in research and development, sustainable practices, and efficient distribution networks to ensure the long-term sustainability of the market.

This report provides a deep insight into the global Kiwifruit market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Kiwifruit Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Kiwifruit market in any manner.

Global Kiwifruit Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers,

Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Zespri Kiwifruit

Jingold

KingFruit

Joinfruit

Oranfrizer

Mazzoni Group

Kolios Group

Joyvio

Kiwifruitz

Dor? Kiwi

EastPack Limited

Yang's

Market Segmentation (by Type)

Gold Kiwifruit

Green Kiwifruit

Market Segmentation (by Application)

Direct to Eat

Kiwifruit Products

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Kiwifruit Market

Overview of the regional outlook of the Kiwifruit Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Kiwifruit Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Kiwifruit

1.2 Key Market Segments

1.2.1 Kiwifruit Segment by Type

1.2.2 Kiwifruit Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 KIWIFRUIT MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Kiwifruit Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Kiwifruit Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 KIWIFRUIT MARKET COMPETITIVE LANDSCAPE

3.1 Global Kiwifruit Sales by Manufacturers (2019-2024)

3.2 Global Kiwifruit Revenue Market Share by Manufacturers (2019-2024)

3.3 Kiwifruit Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Kiwifruit Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Kiwifruit Sales Sites, Area Served, Product Type

3.6 Kiwifruit Market Competitive Situation and Trends

3.6.1 Kiwifruit Market Concentration Rate

3.6.2 Global 5 and 10 Largest Kiwifruit Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 KIWIFRUIT INDUSTRY CHAIN ANALYSIS

4.1 Kiwifruit Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF KIWIFRUIT MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 KIWIFRUIT MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Kiwifruit Sales Market Share by Type (2019-2024)

6.3 Global Kiwifruit Market Size Market Share by Type (2019-2024)

6.4 Global Kiwifruit Price by Type (2019-2024)

7 KIWIFRUIT MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Kiwifruit Market Sales by Application (2019-2024)

7.3 Global Kiwifruit Market Size (M USD) by Application (2019-2024)

7.4 Global Kiwifruit Sales Growth Rate by Application (2019-2024)

8 KIWIFRUIT MARKET SALES BY REGION

8.1 Global Kiwifruit Sales by Region

8.1.1 Global Kiwifruit Sales by Region

8.1.2 Global Kiwifruit Sales Market Share by Region

8.2 Global Kiwifruit Market Size by Region

8.2.1 Global Kiwifruit Market Size by Region

8.2.2 Global Kiwifruit Market Size Market Share by Region

8.3 North America

8.3.1 North America Kiwifruit Sales by Country

8.3.2 North America Kiwifruit Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Kiwifruit Sales by Country

8.4.2 Europe Kiwifruit Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Kiwifruit Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Kiwifruit Market Size by Region

8.6.2 Asia Pacific Kiwifruit Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Kiwifruit Sales by Country

8.7.2 South America Kiwifruit Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Kiwifruit Sales by Region

8.8.2 Middle East and Africa Kiwifruit Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 KIWIFRUIT MARKET PRODUCTION BY REGION

- 9.1 Global Production of Kiwifruit by Region (2019-2024)
- 9.2 Global Kiwifruit Revenue Market Share by Region (2019-2024)
- 9.3 Global Kiwifruit Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Kiwifruit Production
 - 9.4.1 North America Kiwifruit Production Growth Rate (2019-2024)
 - 9.4.2 North America Kiwifruit Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Kiwifruit Production
 - 9.5.1 Europe Kiwifruit Production Growth Rate (2019-2024)
 - 9.5.2 Europe Kiwifruit Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Kiwifruit Production (2019-2024)
 - 9.6.1 Japan Kiwifruit Production Growth Rate (2019-2024)
 - 9.6.2 Japan Kiwifruit Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Kiwifruit Production (2019-2024)
 - 9.7.1 China Kiwifruit Production Growth Rate (2019-2024)
 - 9.7.2 China Kiwifruit Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Zespri Kiwifruit
 - 10.1.1 Zespri Kiwifruit Kiwifruit Basic Information
 - 10.1.2 Zespri Kiwifruit Kiwifruit Product Overview
 - 10.1.3 Zespri Kiwifruit Kiwifruit Product Market Performance
 - 10.1.4 Zespri Kiwifruit Business Overview
 - 10.1.5 Zespri Kiwifruit Kiwifruit SWOT Analysis
 - 10.1.6 Zespri Kiwifruit Recent Developments
- 10.2 Jingold
 - 10.2.1 Jingold Kiwifruit Basic Information
 - 10.2.2 Jingold Kiwifruit Product Overview
 - 10.2.3 Jingold Kiwifruit Product Market Performance
 - 10.2.4 Jingold Business Overview
 - 10.2.5 Jingold Kiwifruit SWOT Analysis

- 10.2.6 Jingold Recent Developments
- 10.3 KingFruit
 - 10.3.1 KingFruit Kiwifruit Basic Information
 - 10.3.2 KingFruit Kiwifruit Product Overview
 - 10.3.3 KingFruit Kiwifruit Product Market Performance
 - 10.3.4 KingFruit Kiwifruit SWOT Analysis
 - 10.3.5 KingFruit Business Overview
 - 10.3.6 KingFruit Recent Developments
- 10.4 Joinfruit
 - 10.4.1 Joinfruit Kiwifruit Basic Information
 - 10.4.2 Joinfruit Kiwifruit Product Overview
 - 10.4.3 Joinfruit Kiwifruit Product Market Performance
 - 10.4.4 Joinfruit Business Overview
 - 10.4.5 Joinfruit Recent Developments
- 10.5 Oranfrizer
 - 10.5.1 Oranfrizer Kiwifruit Basic Information
 - 10.5.2 Oranfrizer Kiwifruit Product Overview
 - 10.5.3 Oranfrizer Kiwifruit Product Market Performance
 - 10.5.4 Oranfrizer Business Overview
 - 10.5.5 Oranfrizer Recent Developments
- 10.6 Mazzoni Group
 - 10.6.1 Mazzoni Group Kiwifruit Basic Information
 - 10.6.2 Mazzoni Group Kiwifruit Product Overview
 - 10.6.3 Mazzoni Group Kiwifruit Product Market Performance
 - 10.6.4 Mazzoni Group Business Overview
 - 10.6.5 Mazzoni Group Recent Developments
- 10.7 Kolios Group
 - 10.7.1 Kolios Group Kiwifruit Basic Information
 - 10.7.2 Kolios Group Kiwifruit Product Overview
 - 10.7.3 Kolios Group Kiwifruit Product Market Performance
 - 10.7.4 Kolios Group Business Overview
 - 10.7.5 Kolios Group Recent Developments
- 10.8 Joyvio
 - 10.8.1 Joyvio Kiwifruit Basic Information
 - 10.8.2 Joyvio Kiwifruit Product Overview
 - 10.8.3 Joyvio Kiwifruit Product Market Performance
 - 10.8.4 Joyvio Business Overview
 - 10.8.5 Joyvio Recent Developments
- 10.9 Kiwifruitz

- 10.9.1 Kiwifruitz Kiwifruit Basic Information
- 10.9.2 Kiwifruitz Kiwifruit Product Overview
- 10.9.3 Kiwifruitz Kiwifruit Product Market Performance
- 10.9.4 Kiwifruitz Business Overview
- 10.9.5 Kiwifruitz Recent Developments
- 10.10 Dor? Kiwi
 - 10.10.1 Dor? Kiwi Kiwifruit Basic Information
 - 10.10.2 Dor? Kiwi Kiwifruit Product Overview
 - 10.10.3 Dor? Kiwi Kiwifruit Product Market Performance
 - 10.10.4 Dor? Kiwi Business Overview
 - 10.10.5 Dor? Kiwi Recent Developments
- 10.11 EastPack Limited
 - 10.11.1 EastPack Limited Kiwifruit Basic Information
 - 10.11.2 EastPack Limited Kiwifruit Product Overview
 - 10.11.3 EastPack Limited Kiwifruit Product Market Performance
 - 10.11.4 EastPack Limited Business Overview
 - 10.11.5 EastPack Limited Recent Developments
- 10.12 Yang's
 - 10.12.1 Yang's Kiwifruit Basic Information
 - 10.12.2 Yang's Kiwifruit Product Overview
 - 10.12.3 Yang's Kiwifruit Product Market Performance
 - 10.12.4 Yang's Business Overview
 - 10.12.5 Yang's Recent Developments

11 KIWIFRUIT MARKET FORECAST BY REGION

- 11.1 Global Kiwifruit Market Size Forecast
- 11.2 Global Kiwifruit Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Kiwifruit Market Size Forecast by Country
 - 11.2.3 Asia Pacific Kiwifruit Market Size Forecast by Region
 - 11.2.4 South America Kiwifruit Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Kiwifruit by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Kiwifruit Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Kiwifruit by Type (2025-2032)
 - 12.1.2 Global Kiwifruit Market Size Forecast by Type (2025-2032)

- 12.1.3 Global Forecasted Price of Kiwifruit by Type (2025-2032)
- 12.2 Global Kiwifruit Market Forecast by Application (2025-2032)
 - 12.2.1 Global Kiwifruit Sales (K MT) Forecast by Application
 - 12.2.2 Global Kiwifruit Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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