

Global Fresh Strawberry Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Fresh Strawberry market size will reach 22,850 Million USD in 2025 and is projected to reach 27,969 Million USD by 2032, with a CAGR of 2.93% (2025-2032). Notably, the China Fresh Strawberry market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Fresh strawberries are vibrant red berries known for their sweet and juicy flavor, making them a popular and widely enjoyed fruit. Belonging to the genus *Fragaria*, fresh strawberries are characterized by their small size, heart-shaped profile, and numerous tiny seeds embedded on the outer surface. Strawberries are commonly consumed fresh, either on their own as a snack or as a versatile ingredient in various culinary applications, including salads, desserts, and beverages. They are rich in vitamin C, antioxidants, and other nutrients, contributing to their reputation as a nutritious and delicious fruit. Fresh strawberries are often in peak season during the warmer months, and their availability in farmers' markets and grocery stores makes them a refreshing and delightful addition to a wide range of dishes.

The major global manufacturers of Fresh Strawberry include Dole Food, Driscoll, Berry Gardens, Fresgarrido, Goknur Gida, Mirak Group, Keelings, BelOrta, Naturipe Farms, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market

share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Fresh Strawberry. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Fresh Strawberry market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Fresh Strawberry market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Fresh Strawberry industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Fresh Strawberry Include:

Dole Food

Driscoll

Berry Gardens

Fresgarrido

Goknur Gida

Mirak Group

Keelings

BelOrta

Naturipe Farms

Fresh Strawberry Product Segment Include:

Fresh Strawberry

Processing Strawberry

Fresh Strawberry Product Application Include:

High Price Segments

Middle Price Segments

Low Price Segments

Chapter Scope

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