

Purple Foods Market: Segmented by Type (Fruits, Grains, Legumes, Vegetables and Other); By Distribution Channel (Convenience stores, Hypermarkets & supermarkets, E-commerce platforms and Other); and Region – Global Analysis of Market Size, Share & Trends for 2019–2020 and Forecasts to 2030

<https://marketpublishers.com/r/P5D61BF120ADEN.html>

Date: June 2024

Pages: 168

Price: US\$ 5,000.00 (Single User License)

ID: P5D61BF120ADEN

Abstracts

Product Overview

Purple foods have a high concentration of anthocyanins. Purple grapes, figs, passion fruit, raisins, plums, and dried plums are all common purple fruits. Purple foods include berries including blackberries, blueberries, elderberries, cranberries, chokeberries, and bilberries. The purple food aids in the prevention of diseases like cancer, ageing, obesity, and inflammation. Anthocyanins can protect the heart muscle and blood vessels from oxidative damage, delay the ageing of the brain by two and a half years, and promote eye health.

Market Highlights

Global Purple Foods market is expected to project a notable CAGR in 2030. Global Purple Foods to surpass USD billion by 2030 from USD billion in 2020 at a CAGR in the coming years, i.e., 2021-30. This growth is anticipated due to increasing mergers and acquisitions across various sectors which will create a worldwide demand for Purple Foods. The growth of online stores is also propelling the selling of high-end products. Market shifts toward healthier foods, population growth, enhanced cold chain logistics, adoption of automation systems and goods, and other factors are driving the global purple food industry.

Global Purple Foods Market: Segments

Fruits segment to grow with the highest CAGR during 2020-30

Global Purple Foods market is segmented by type into Fruits, Grains, Legumes, Vegetables and Other. Fruits segment held the largest market share in the year 2020. Purple fruits, such as grapes, which are used in the production of wine, are evolving steadily as a result of an increasing number of consumers in various end-use industries.

Hypermarkets & supermarkets segment to grow with the highest CAGR during 2020-30

Global Purple Foods market is segmented by distribution channel into Convenience stores, Hypermarkets & supermarkets, E-commerce platforms and others.

Hypermarkets & supermarkets segment held the largest market share in the year 2020. During the forecast period, it is predicted to be the largest and fastest-growing market. The wide variety of products available and the convenience of real-time brand comparison for customers are the primary reasons for hypermarkets and supermarkets' popularity in this market.

Market Dynamics

Drivers

Health Benefits and Surging Demand from End Users

Surging demand of Purple Foods from numerous end-user industries is the key factor contributing in the market growth. Purple foods include berries including blackberries, blueberries, elderberries, cranberries, chokeberries, and bilberries which aids in the prevention of diseases like cancer, ageing, obesity, and inflammation. Anthocyanins can protect the heart muscle and blood vessels from oxidative damage, delay the ageing of the brain by two and a half years, and promote eye health.

Growth of Online Stores and Enhanced Cold Chain Logistics

This growth is anticipated due to increasing mergers and acquisitions across various sectors which will create a worldwide demand for Purple Foods. The growth of online stores is also propelling the selling of high-end products. Market shifts toward healthier foods, population growth, enhanced cold chain logistics, adoption of automation systems and goods, and other factors are driving the global purple food industry.

Restraint

Climatic and Environmental Conditions and Resource Shortages

However, the industry could be vulnerable due to climatic and environmental conditions, resource shortages, and regulating regulatory changes from time to time.

Global Purple Foods Market: Key Players

Exberry

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Hollyberry B.V.

Jiangxi Cereal Food Co Ltd

Kanegrade

Kent Frozen Foods Ltd

Lemon Concentrate

Merry Berry

Nutraonly and Vinayak Ingredients India Pvt. Ltd

Other Prominent Players

Global Purple Foods Market: Regions

Global Purple Foods market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific and the Middle East and Africa.

Global Purple Foods in APAC held the largest market share in the year 2020. The increasing adoption of Western culture in the area, rising disposable income, and the on-the-go snacking trend among the urban population due to busy lifestyles are all factors driving the APAC region's development. During the time span under review, Asia-Pacific is expected to be the fastest-growing regional segment.

Global Purple Foods Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Global Purple Foods Market report also contains analysis on:

Purple Foods Segments:

By Type

Fruits

Grains

Legumes

Vegetables

Other

By Distribution Channel

Convenience stores

Hypermarkets & supermarkets

E-commerce platforms

Other

Purple Foods Market Dynamics

Purple Foods Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Purple Foods Market Report Scope and Segmentation

Frequently Asked Questions

How big is the Purple Foods market?

What is the Purple Foods market growth?

Which segment accounted for the largest Purple Foods market share?

Who are the key players in the Purple Foods market?

What are the factors driving the Purple Foods market?

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3. JIANGXI CEREAL FOOD CO LTD

4. KANEGRADE

5. KENT FROZEN FOODS LTD

6. LEMON CONCENTRATE

7. MERRY BERRY

8. NUTRAONLY AND VINAYAK INGREDIENTS INDIA PVT. LTD

9. OTHER PROMINENT PLAYERS

Consultant Recommendation

**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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