

# Blueberry Ingredient Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Blueberry Ingredient Market reached USD 2.6 billion in 2024 and is set to grow at a CAGR of 7.2% between 2025 and 2034. This surge is driven by rising consumer awareness of the exceptional health benefits and superior nutritional value of blueberry ingredients. With increasing demand for clean-label, natural, and functional food products, the market is experiencing rapid expansion. Consumers today prioritize ingredients that contribute to overall well-being, fueling innovation in the food and beverage industry. Blueberry ingredients have become a staple in new product formulations, helping brands cater to the growing preference for healthier options.

The expanding market is characterized by a shift toward organic and minimally processed blueberry-based solutions. Industry players are leveraging this demand to introduce high-quality, nutrient-rich products that resonate with health-conscious consumers. As a result, manufacturers are developing innovative blueberry-based formulations such as powders, purees, and concentrates to enhance product appeal across different categories. Functional foods, dietary supplements, and convenient snack options are incorporating these ingredients to meet evolving consumer needs. This trend is further strengthened by the growing popularity of plant-based diets and superfoods, making blueberries a key ingredient in shaping the future of the food and beverage sector.

The fresh blueberry segment accounted for USD 874.2 million in 2024 and is projected to expand at a CAGR of 8.2% between 2025 and 2034. Consumers are increasingly drawn to superfoods rich in antioxidants and essential nutrients, driving robust demand for fresh blueberries. Health trends emphasizing immunity support, anti-aging benefits, and natural wellness solutions have amplified interest in fresh blueberries, particularly

organic varieties. Transparency in sourcing and quality assurance, underscored by farm-to-table initiatives, have played a crucial role in strengthening this segment. Fresh blueberries are now widely used in functional foods, smoothies, and convenient snack offerings, making them an essential part of the modern health-conscious lifestyle.

The blueberry ingredient market within the food and beverage sector held a 45.9% share in 2024, fueled by a rising preference for natural and functional ingredients. Recognized for their anti-inflammatory and cognitive support properties, blueberry ingredients have become a favorite among consumers seeking better nutrition. These ingredients are widely integrated into yogurts, beverages, snack bars, baked goods, and smoothies, aligning with the increasing demand for wholesome and innovative food choices. As brands continue to highlight the health advantages of blueberries, their presence in mainstream food applications continues to grow.

The U.S. blueberry ingredient market reached USD 866.1 million in 2024 and is expected to expand at a CAGR of 7.7% through 2034. This growth is driven by the surging demand for natural and functional food products. Industry leaders are responding by introducing innovative blueberry-based solutions, including powders, purees, and concentrates, to cater to shifting consumer preferences. With their natural sweetness and powerful antioxidant properties, blueberry ingredients are increasingly found in snacks, dairy products, beverages, and baked goods, solidifying their market position. As consumer interest in clean-label and nutritious options continues to rise, the U.S. market remains a key player in driving global demand for blueberry ingredients.

## Contents

### CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factor affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
  - 3.6.1 Growth drivers
    - 3.6.1.1 Rising consumer demand for healthy and natural ingredients
    - 3.6.1.2 Increasing demand for functional foods and beverages
    - 3.6.1.3 Growing awareness of health benefits of blueberries
  - 3.6.2 Industry pitfalls & challenges
    - 3.6.2.1 Seasonal variations in blueberry availability
- 3.7 Growth potential analysis
- 3.8 Porter's analysis

### 3.9 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY INGREDIENT TYPE, 2021-2034 (USD BILLION) (KILO TONS)**

- 5.1 Key trends
- 5.2 Fresh blueberry
- 5.3 Frozen blueberry
- 5.4 Dried blueberry
- 5.5 Blueberry juice concentrate
- 5.6 Blueberry puree
- 5.7 Blueberry extracts
- 5.8 Others

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2034 (USD BILLION) (KILO TONS)**

- 6.1 Key trends
- 6.2 Food & beverages
  - 6.2.1 Bakery & Confectionery
  - 6.2.2 Dairy Products
  - 6.2.3 Beverages
  - 6.2.4 Snacks & Bars
  - 6.2.5 Others
- 6.3 Pharmaceutical
- 6.4 Cosmetics & personal care
- 6.5 Nutraceutical
- 6.6 Others

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION) (KILO TONS)**

- 7.1 Key trends
- 7.2 Hypermarkets/Supermarkets
- 7.3 Specialty stores
- 7.4 Convenience stores
- 7.5 Online retail
- 7.6 Others

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD BILLION) (KILO TONS)**

- 8.1 Key trends
- 8.2 North America
  - 8.2.1 U.S.
  - 8.2.2 Canada
- 8.3 Europe
  - 8.3.1 UK
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 Italy
  - 8.3.5 Spain
  - 8.3.6 Russia
- 8.4 Asia Pacific
  - 8.4.1 China
  - 8.4.2 India
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 Australia
- 8.5 Latin America
  - 8.5.1 Brazil
  - 8.5.2 Mexico
- 8.6 MEA
  - 8.6.1 South Africa
  - 8.6.2 Saudi Arabia
  - 8.6.3 UAE

## **CHAPTER 9 COMPANY PROFILES**

- 9.1 ADM
- 9.2 Berry Global Group

- 9.3 Döhler
- 9.4 Graceland Fruit
- 9.5 Givaudan
- 9.6 Herbafood Ingredients
- 9.7 Kerry Group
- 9.8 Medtronic (Covidien)
- 9.9 Milne Fruit Products
- 9.10 Nutra Food Ingredients
- 9.11 Ocean Spray Cranberries
- 9.12 Symrise
- 9.13 Sensient Technologies Corporation
- 9.14 SVZ International
- 9.15 The Green Labs

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