

Fresh Figs Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Fresh Figs Market was valued at USD 1.4 billion in 2024 and is projected to grow at a steady CAGR of 4.9% from 2025 to 2034. The rise in demand is attributed to the numerous health benefits fresh figs offer, including their rich fiber content, which aids digestion and helps with weight management. Each 100-gram serving of fresh figs contains 14% of the recommended daily fiber intake, along with essential vitamins that support overall wellness. Studies have shown that regular consumption of fresh figs can lower blood pressure and cholesterol levels, adding to their appeal as a healthy dietary option. The market for fresh figs is also bolstered by the growing popularity of online grocery platforms that offer organic, farm-to-home produce, expanding consumer access to these nutrient-rich fruits. Additionally, their versatility in various culinary applications—from pastries to savory dishes—further increases demand. Fresh figs are particularly valued for their ability to help manage diabetes and heart conditions, making them a sought-after option for consumers focused on boosting their immune health. By product type, the fresh figs market is segmented into black mission figs, brown turkey figs, Kadota figs, Calimyrna figs, Adriatic figs, and others. The black mission figs segment has been a standout performer, generating USD 424.8 million in 2024, with a robust CAGR of 5.9%. These figs are known for their sweet taste and superior shelf life, making them a preferred choice in both domestic and export markets. Furthermore, their widespread cultivation in key fig-growing regions supports a consistent supply, aligning with the increasing demand for natural sweeteners and healthier food options. The market is also divided by form, with the fresh whole figs segment accounting for a significant share of 41.9% in 2024. Consumers are increasingly turning to fresh whole figs as a healthier alternative to refined sugar. These figs are consumed in a variety of dishes, from salads and desserts to gourmet meals, driving their popularity. Fresh figs offer the added benefit of being minimally processed compared to dried figs, making them a more attractive option for health-conscious consumers.

Regarding end-use, direct consumption held the largest market share at 35.3% in 2024. Fresh figs are widely enjoyed in their natural form, whether peeled or unpeeled, and incorporated into various food products such as jams, cakes, and sauces. Their nutrient profile, rich in fiber, antioxidants, and minerals like potassium and magnesium, has contributed to the growing awareness of their health benefits. With the rise of plant-based diets and the superfood trend, the demand for fresh figs is expected to continue to rise.

In China, the fresh figs market generated USD 175.6 million in 2024 and is projected to reach USD 333.3 million by 2034, growing at a CAGR of 4.8%. Despite challenges related to climate and transportation, the increasing consumer interest in fresh figs is driving market growth.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 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 Increasing consumer awareness of health benefits
 - 3.6.1.2 Expansion of online grocery and organic food markets
 - 3.6.1.3 Rising demand in functional and medicinal foods
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Short shelf life and perishability issues
- 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 AND FORECAST, BY PRODUCT TYPE, 2021 – 2034 (USD BILLION) (TONS)

- 5.1 Key trends
- 5.2 Black mission figs
- 5.3 Brown turkey figs
- 5.4 Kadota figs
- 5.5 Calimyrna figs
- 5.6 Adriatic figs
- 5.7 Others

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY FORM, 2021 – 2034 (USD BILLION) (TONS)

- 6.1 Key trends
- 6.2 Fresh whole figs
- 6.3 Dried figs
- 6.4 Fig paste/puree
- 6.5 Fig jam/jelly
- 6.6 Fig syrup

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY END USE, 2021 – 2034 (USD BILLION) (TONS)

- 7.1 Key trends
- 7.2 Direct consumption
- 7.3 Bakery and confectionery
- 7.4 Dairy products
- 7.5 Snacks and cereals
- 7.6 Beverages

- 7.6.1 Smoothies
- 7.6.2 Juices
- 7.7 Culinary applications
- 7.8 Others

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2034 (USD BILLION) (TONS)

- 8.1 Key trends
- 8.2 Supermarkets and hypermarkets
- 8.3 Specialty stores
- 8.4 Online retailers
- 8.5 Foodservice providers
- 8.6 Others

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (USD BILLION) (TONS)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 France
 - 9.3.4 Spain
 - 9.3.5 Italy
 - 9.3.6 Netherlands
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 Australia
 - 9.4.5 South Korea
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Argentina

9.6 Middle East and Africa

9.6.1 Saudi Arabia

9.6.2 South Africa

9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

10.1 Alara Agri Business

10.2 Athos Agricola

10.3 California Figs

10.4 Earl's Organic Produce

10.5 FruitLips Jiaherb

10.6 Hadley Fruit Orchards

10.7 Mafpack

10.8 Meurens Natural

10.9 Roland Foods

10.10 Valley Fig Growers

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