

Fresh Fruits Market Size, Share & Trends Analysis Report By Product (Apples & Pears, Bananas, Berries & Grapes, Citrus Fruits, Watermelon A Melon, Mangoes A Guava, Pineapples), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Fresh Fruits Market Growth & Trends

The global fresh fruits market size is expected to reach USD 708.1 billion by 2028, registering a CAGR of 3.6% from 2022 to 2028, according to a new report by Grand View Research, Inc. The growing food industry and increasing spending on fresh food products are expected to promote market growth over the forecast period. Moreover, increasing awareness about the benefits of fresh fruits among consumers is further propelling market growth.

Factors such as rising middle-class population, rising disposable income, rapid urbanization, changing consumer lifestyles, and the rise of vegetarianism are some factors likely to increase the growth of this target market. Key trends observed in this market include health benefits, rise of brands, advancements in technology and the emergence of online grocery shopping. However, growth in this emerging market has been limited by challenges such as price volatility, adverse weather conditions and quality issues.

One of the key factors driving the growth of the market is the growing popularity of

healthy eating habits. The prevalence and incidence of various lifestyle diseases such as diabetes, obesity, cardiovascular disease, osteoporosis, and gastrointestinal diseases have increased significantly globally. Diabetes can lead to serious complications such as cardiovascular disease, high blood pressure, stroke and kidney failure. Eating healthy foods can help control and prevent this lifestyle disorder in an individual.

Nutrient deficiencies can lead to a variety of health problems, such as skin diseases, digestive problems, defective bone growth, and dementia. Some common deficiencies are calcium, vitamin A, iron, iodine, vitamin B12 and magnesium. This deficiency leads to weakened immunity and a higher risk of infection. Therefore, in order to reduce the chances of these diseases, people are increasingly adopting healthy eating habits. Fresh vegetables and fruits are rich in antioxidants and vitamins, which are important for boosting immunity and improving health.

A lockdown observed during the COVID 19 pandemic, which has negatively impacted market due to the suspended or delayed supply of fruits. However, it significantly impacts on export and import of the market. Moreover, the increasing demand for fruits and their products after the COVID pandemic will create opportunities for the market players.

The apples and pears segment is expected to register the highest CAGR of 4.3% from 2022 to 2028. The increasing popularity of fresh food has projected market growth in the forecast period. The rising consumption of fresh fruits as these products are convenient and quick source of energy and nutrition are major driving forces of this segment. Furthermore, apples & pears as convenient nutritious food made available for consumers through retail channels is driving the growth of the market.

The demand for organic food is gaining traction among consumers due to the increasing focus on health and wellness. Demand for fresh fruits and vegetables is growing due to higher disposable incomes which have led consumers to switch from carbohydrate-based staples to nutrient-rich diets. Additionally, growing health awareness among population, especially millennials, is driving them to move towards organic products. To meet this demand, major organic farms have launched new organic products.

The online retail segment is expected to witness the highest CAGR of 4.2% from 2022 to 2028. Online platforms are gaining popularity among millennials due to the various benefits offered by e-commerce portals such as easy shopping, price visibility, 24/7 access, home delivery, etc. This is another factor expected to support the growth of this

target segment during the forecast period. In addition, shifting consumer preferences from offline to online, improved logistics services provided by companies and smartphone penetration among younger shoppers are all expected to drive the growth of the online stores.

Asia Pacific dominated the market and accounted for the largest revenue share of more than 40.0% in 2021. In this region, factors such as increasing per capita consumption, disposal income, and people's concern about health are contributing to the growth of this market. Countries including China, India, and Japan have a huge consumer base for the consumption of fresh food products, which creates the demand for the products over the forecast period.

Fresh Fruits Market Report Highlights

Asia Pacific is expected to register the largest market share of more than 40.0% in the 2021 owing to increasing per capita consumption

The apples and pears segment is expected to foresee the fastest CAGR of 4.3% during 2022 to 2028 due to rising consumer preference for nutritious and healthy food products

The offline channel segment held the largest revenue share of more than 80.0% in 2021 due to consumers are preferring offline for purchasing consumer goods, grocery as well as fruits

In Europe, the market is expected to register the fastest CAGR of 4.2% from 2022 to 2028 due to the increasing number of health-conscious consumers

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