

Fresh Vegetables Market Size, Share & Trends Analysis Report By Product (Tomato, Onion, Cabbage, Cucumber, Eggplant, Beans, Carrot), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Fresh Vegetables Market Growth & Trends

The global fresh vegetables market size is expected to reach USD 769.90 billion by 2028, registering a CAGR of 2.8% from 2022 to 2028, according to a new report by Grand View Research, Inc. The growing consumer expenditure on fresh food products like vegetables is expected to promote market growth over the forecast period. Moreover, the increasing awareness about the benefits of fresh vegetables among consumers is propelling the market growth.

Moreover, restrictions and lockdown situation has been observed during the COVID-19 pandemic, and it showed an impact on the market due to the suspended or delayed supply of vegetables to market. However, it significantly impacts on export and import of fresh vegetables. Moreover, the increasing demand for fresh products post lockdown situation of the pandemic will create more opportunities for the market players.

The onion segment is expected to grow with the fastest growth rate of 3.4% from 2022 to 2028. Continuous changing lifestyles and eating preferences as per weather seasons of the consumers, and demand for change of taste, have increased the demand and consumption of fresh onions. Fresh vegetables contain important and convenient nutritious ingredients and vitamins which play important roles in metabolism. Thus,

vendors making fresh vegetables available for consumers through retail channels are driving the growth of the market. Moreover, the growing popularity and demand for fresh food coupled with the increasing disposable income of the consumers are the significant factors of the market growth.

The online segment of the market is expected to register the fastest growth rate of a CAGR of 3.4% from 2022 to 2028. Availability of high-speed Internet penetration in developing as well as developed countries has witnessed lucrative growth in recent years which has led to the significant growth of the e-commerce sector across the globe, thereby propelling the growth of this segment. Additionally, consumers are adopting electronic devices for convenience and time-saving. Several suppliers are offering products on their websites as well as on the e-commerce platforms which in turn will drive the market growth.

Asia Pacific made the largest contribution to the global market share with over 65% in 2021. China, India, and Japan have a huge consumer base for the consumption of fresh vegetables, which will drive the regional demand. In addition to this, the region is the largest producer and consumer the fresh vegetables which is propelling the market growth. Moreover, this region is expected to continue its dominance over the forecast period due to the increasing concern about health and the rising disposable income.

Fresh Vegetables Market Report Highlights

Asia Pacific is expected to register the largest market share of more than 65% in 2021 owing to rising health concerns.

The offline channel held the largest market share in 2021 and contributed more than 80% of the total revenue due to the increasing penetration of the internet and smart devices.

North America is expected to register the fastest growth of 4.1% CAGR from 2022 to 2028 due to the rising consumption of fresh food products.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Regional Outlook

CHAPTER 3. FRESH VEGETABLES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's Five Forces
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Fresh Vegetables Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. FRESH VEGETABLES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2021 & 2028
- 5.2. Tomato
 - 5.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.3. Onion
 - 5.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.4. Cabbage
 - 5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.5. Cucumber
 - 5.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.6. Eggplant
 - 5.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.7. Beans
 - 5.7.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.8. Carrot
 - 5.8.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.9. Others
 - 5.9.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

CHAPTER 6. FRESH VEGETABLES MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2028

6.2. Offline

6.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.3. Online

6.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

CHAPTER 7. FRESH VEGETABLES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Regional Movement Analysis & Market Share, 2021 & 2028

7.2. North America

7.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.2.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.2.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.2.4. U.S.

7.2.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.2.4.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.2.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3. Europe

7.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.3.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3.4. Germany

7.3.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.4.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.3.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3.5. U.K.

7.3.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.5.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.3.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3.6. France

7.3.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.6.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.3.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4. Asia Pacific

7.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4.4. China

7.4.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.4.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.4.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4.5. India

7.4.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.5.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.4.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4.6. Japan

7.4.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.6.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.4.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.5. Central & South America

7.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.5.4. Brazil

7.5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.4.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.5.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.6. Middle East & Africa

7.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.6.4. South Africa

7.6.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.4.2. Market Estimates and Forecast, By Product, 2017 - 2028 (USD Million)

7.6.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

Million)

CHAPTER 8. COMPETITIVE ANALYSIS

- 8.1. Key Global Players, Recent Developments & their impact on the industry
- 8.2. Key Company/Competition Categorization (Key Innovators, Market Leaders, Emerging Players)
- 8.3. Vendor Landscape
 - 8.3.1. Key Company Market Share Analysis, 2021

CHAPTER 9. COMPANY PROFILES

- 9.1. Dole Food Company, Inc.
 - 9.1.1. Company Overview
 - 9.1.2. Financial Performance
 - 9.1.3. Product Benchmarking
 - 9.1.4. Strategic Initiatives
- 9.2. Fresh Del Monte
 - 9.2.1. Company Overview
 - 9.2.2. Financial Performance
 - 9.2.3. Product Benchmarking
 - 9.2.4. Strategic Initiatives
- 9.3. Keelings
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Product Benchmarking
 - 9.3.4. Strategic Initiatives
- 9.4. Tanimura & Antle
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. BelOrta
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. FreshPoint Inc.
 - 9.6.1. Company Overview

- 9.6.2. Financial Performance
- 9.6.3. Product Benchmarking
- 9.6.4. Strategic Initiatives
- 9.7. Mirak Group
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. C.H. Robinson Worldwide, Inc.
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Goknur Gida
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Fruitable Fresh Sdn Bhd.
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Product Benchmarking
 - 9.10.4. Strategic Initiatives
- 9.11. Global Fresh Trading FZE
 - 9.11.1. Company Overview
 - 9.11.2. Financial Performance
 - 9.11.3. Product Benchmarking
 - 9.11.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Fresh Vegetables Market - Key Market Driver Analysis
2. Fresh Vegetables Market - Key Market Restraint Analysis
3. Global Tomato Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
4. Global Onion Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
5. Global Cabbage Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
6. Global Cucumber Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
7. Global Eggplant Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
8. Global Beans Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
9. Global Carrot Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
10. Global Others Market Revenue Estimates and Forecast By Product, 2017 - 2028 (USD Million)
11. Global Fresh Vegetables Market Estimates and Forecast From Offline Channels, 2017 - 2028 (USD Million)
12. Global Fresh Vegetables Market Estimates and Forecast From Online Channels, 2017 - 2028 (USD Million)
13. Global Fresh Vegetables Market Estimates and Forecast, By Region 2017 - 2028 (USD Million)
14. Global Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)
15. Global Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
16. North America Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)
17. North America Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)
18. North America Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
19. U.S. Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)
20. U.S. Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028

(USD Million)

21. U.S. Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

22. Europe Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)

23. Europe Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)

24. Europe Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

25. Germany Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)

26. Germany Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)

27. Germany Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

28. U.K. Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)

29. U.K. Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)

30. U.K. Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

31. France Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)

32. France Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)

33. France Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

34. Asia Pacific Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)

35. Asia Pacific Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)

36. Asia Pacific Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

37. China Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)

38. China Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)

39. China Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

40. India Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)

41. India Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028

(USD Million)

42. India Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
43. Japan Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)
44. Japan Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)
45. Japan Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
46. Central & South America Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)
47. Central & South America Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)
48. Central & South America Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
49. Brazil Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)
50. Brazil Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)
51. Brazil Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
52. Middle East & Africa Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)
53. Middle East & Africa Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)
54. Middle East & Africa Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
55. South Africa Fresh Vegetables Market Estimates and Forecast, 2017 - 2028 (USD Million)
56. South Africa Fresh Vegetables Market Estimates and Forecast By Product, 2017 - 2028 (USD Million)
57. South Africa Fresh Vegetables Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
58. Vendor Landscape

List Of Figures

LIST OF FIGURES

1. Fresh Vegetables Market Snapshot
2. Fresh Vegetables Market Segmentation & Scope
3. Fresh Vegetables Market Penetration & Growth Prospect Mapping
4. Fresh Vegetables Market Value Chain Analysis
5. Fresh Vegetables Market Dynamics
6. Fresh Vegetables Market Porter's Five Forces Analysis
7. Fresh Vegetables Market: Product Movement Analysis
8. Fresh Vegetables Market: Distribution Channel Movement Analysis
9. Fresh Vegetables Market: Regional Movement Analysis

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