

Superfoods Market Size, Share & Trends Analysis Report By Type (Fruits, Vegetables, Grains & Seeds, Herbs & Roots, Others), By Application (Snacks, Beverages, Bakery & Confectionery, Others) By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Superfoods Market Growth & Trends

The global superfoods market is anticipated to reach USD 276.48 billion by 2030 and is anticipated to expand at a CAGR of 6.1% during the forecast period, according to a new report by Grand View Research, Inc. The growth of this market is primarily driven by the increasing awareness regarding the benefits offered by superfoods, the rising incorporation of superfood ingredients in foods and beverages, and improved availability through online platforms.

In recent years, the rising prevalence of lifestyle-driven diseases such as cardiovascular diseases, obesity, and gastrointestinal ailments has added to health concerns worldwide. This has stimulated large groups of consumers to shift dietary preferences and include superfoods such as fruits, vegetables, seeds, nuts, and herbs in regular meals. This has encouraged multiple food & beverage manufacturers to include superfood ingredients in snacks, cookies, breads, breakfast cereals, and others.

New product launches by key market participants, easy availability of superfoods from various regions, and improved accessibility of superfoods through online stores and platforms are expected to fuel the growth of this market in the forecast period. Innovation, ongoing research, and development also contribute to this market's growth

experience.

Superfoods Market Report Highlights

On the basis of type, the fruits segment dominated the global superfoods industry with revenue share of over 25% in 2024, owing to increasing inclination among consumers to include nutrition-rich fruits in daily meals and growing demand from commercial buyers, including food and beverage manufacturers.

Grains & seed segment is projected to experience the fastest CAGR during the forecast period.

Bakery and confectionery applications held the largest revenue share of the global superfoods market in 2024 due to the increasing inclusion of fruits, seeds, and grains in bakery products, new product launches, and easy availability facilitated by online delivery platforms.

North America dominated the global superfoods market with the largest revenue share in 2024, owing to the presence of multiple global food and beverage companies, the increasing inclusion of superfoods in a variety of products, and rising awareness regarding the benefits offered by superfoods such as fruits, seeds, and vegetables.

Companies Mentioned

Del Monte Foods Corporation II Inc.

Sunfood

Nature Superfoods

OMG Superfoods

Suncore Foods Inc.

Raw Nutritional

Barlean's Organic Oils, LLC

Aduna Limited

The Green Labs LLC

GQ Superfoods

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