

# **Superfoods Market Report by Product Type (Fruits, Vegetables, Grains and Seeds, Herbs and Roots, Meat, and Others), Application (Bakery And Confectionery, Beverages, Supplements, Convenience/Ready-To-Eat Foods, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Independent Small Grocery Stores, Online Sales, and Others), and Region 2023-2028**

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## **Abstracts**

The global superfoods market size reached US\$ 162.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 226.3 Billion by 2028, exhibiting a growth rate (CAGR) of 5.66% during 2022-2028. The escalating demand for superfood-infused snacks, such as kale chips and quinoa puffs, rising adoption of veganism and vegetarianism, and the growing consciousness about preventive healthcare measures are some of the major factors propelling the market

Superfoods are nutrient-dense foods that are fortified with vitamins, minerals, antioxidants, antioxidants, and phytonutrients. They are obtained from plant and animal sources and offer numerous health benefits. They help promote overall health and wellness of individuals and prevent the risk of infections and various diseases. They encompass various natural ingredients like fruits, vegetables, grains, nuts, and seeds, which are enriched with iron, calcium, and magnesium. They also include certain fatty fish, such as salmon, which are rich in omega-3 fatty acids. They aid in improving immune system, supporting heart health, and regulating blood sugar levels.

The easy availability of superfoods through online retail channels is positively influencing the market. Additionally, the expansion of hotels and restaurants and the inclusion of superfood ingredients in various dishes and beverages is creating a positive market outlook. Apart from this, the increasing use of superfood ingredients in the cosmetic industry to formulate skincare and beauty products is supporting the market growth. Furthermore, leading superfood brands are adopting sustainable packaging and eco-friendly practices to attract environment conscious consumers. Moreover, the increasing number of apps and websites that provide detailed information about the sourcing and production of food products is enabling individuals to make informed purchase decisions, which is driving the demand for transparent superfoods.

#### Superfoods Market Trends/Drivers:

Rising consumption of plant-based diets and awareness about environmental sustainability

The increasing awareness among individuals about environmental sustainability represents one of the key factors influencing the market positively. Additionally, the growing concerns related to animal agriculture, deforestation, and excessive resource consumption are catalyzing the demand for plant-based superfoods due to their lower carbon footprint compared to animal-derived foods. Apart from this, the rising adoption of veganism and vegetarianism is driving the demand for plant-based products like quinoa, chia seeds, and kale that are enriched with essential nutrients, such as protein, omega-3 fatty acids, and iron. Furthermore, farmers and producers are increasingly adopting sustainable farming practices to cultivate superfoods with minimal environmental impact.

Increasing awareness about preventive healthcare and wellness

The rising awareness about preventive healthcare and the adoption of wellness-oriented lifestyles are the other major factors favoring the market growth. Additionally, the rising awareness among the masses about the importance of preventive healthcare is catalyzing the demand for superfoods to improve the immune system and reduce the risk of chronic diseases like heart disease, diabetes, and cancer. Apart from this, the rising prevalence of obesity due to unhealthy dietary patterns is offering a favorable market outlook. Furthermore, the increasing participation of people in sports and fitness activities is driving the demand for functional foods. Moreover, the inclusion of superfoods into daily routines and rising consumption of morning smoothies, midday snacks, and dinner salads is propelling the market growth.

## Innovative product development and marketing strategies

The escalating demand for superfood-infused snacks, such as kale chips and quinoa puffs, are strengthening the growth of the market. Additionally, food manufacturers and producers are continuously focusing on the introduction of new superfood-based products to cater to evolving consumer preferences and dietary trends. Apart from this, the development of superfood beverages, including green juices and acai smoothies, is attracting health-conscious consumers. Moreover, wellness influencers, nutrition experts, and celebrities are sharing recipes, cooking tips, and success stories related to superfoods through social media platforms, which is offering a favorable market outlook. Furthermore, the leading industry players are collaborating with nutrition experts and leveraging scientific research to promote the functional properties of superfoods.

### Superfoods Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global superfoods market report, along with forecasts at the global, regional, and country levels for 2023-2028. Our report has categorized the market based on product type, application and distribution channel.

### Breakup by Product Type:

Fruits

Vegetables

Grains and Seeds

Herbs and Roots

Meat

Others

### Fruits dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes fruits, vegetables, grains and seeds, herbs and roots, meat, and others. According to the report, fruits represented the largest segment as they are naturally obtained from plants. Additionally, many fruits are rich in antioxidants and help in combating oxidative stress and reducing the risk of chronic diseases. Apart from this, the regular consumption of fruits helps protect cells from damage caused by free radicals. Furthermore, fruits contain natural sugars like fructose, which aids in satisfying sweet cravings. Moreover, they are enriched with dietary fiber, which promotes digestive health and aids weight management. Fiber helps regulate blood sugar levels,

reduces cholesterol, and promotes satiety. In addition, they are versatile and can be incorporated into various culinary creations. They can be enjoyed fresh, added to smoothies, and used in salads, desserts, and savory dishes.

#### Application Insights:

- Bakery and Confectionery
- Beverages
- Supplements
- Convenience/Ready-to-Eat Foods
- Others

Beverages hold the largest market share

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes bakery and confectionery, beverages, supplements, convenience/ready-to-eat foods, and others. According to the report, beverages accounted for the largest market share as they are easy to consume on the go. Additionally, they contain a concentrated blend of superfood ingredients such as fruits, vegetables, seeds, and botanical extracts. Apart from this, they offer numerous health benefits, such as aiding detoxification and digestion and promoting immune health. Furthermore, the inclusion of nutritious superfood ingredients like turmeric, matcha, spirulina, and acai is attracting a wider consumer base. Moreover, the expansion of offline distribution channels, such as supermarkets, hypermarkets, convenience stores, and specialty stores is influencing the market positively. Besides this, the rising prevalence of obesity is catalyzing the demand for beverages prepared with healthy ingredients and natural sweeteners like fruits.

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Stores
- Independent Small Grocery Stores
- Online Sales
- Others

Supermarkets and hypermarkets account for the largest market share

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, specialty stores, independent small grocery stores, online sales, and others. According to the report, supermarkets and hypermarkets hold the majority of the market share due to their extensive product offerings. Shoppers can find fresh produce, packaged superfood products, dietary supplements, and even superfood-infused snacks and beverages all under one roof. Apart from this, they offer competitive pricing due to their large-scale operations and purchasing power, which makes superfoods more affordable and accessible to a wider consumer base. In addition, these stores maintain rigorous quality control standards and source products from reputable suppliers. Furthermore, many supermarkets and hypermarkets provide educational resources, like informative signage, nutritional labels, or even in-store dietitians that offer guidance on incorporating superfoods into daily routines. Besides this, they provide discounts and exciting deals on special occasions that encourage consumers to purchase superfoods.

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
  - Russia
  - Others
- Latin America
  - Brazil

Mexico  
Others  
Middle East and Africa  
Turkey  
Saudi Arabia  
Others

North America exhibits a clear dominance, accounting for the largest superfoods market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa (Turkey, Saudi Arabia). According to the report, North America accounted for the largest market share as the region has a vast and diverse agricultural landscape, which allows for the cultivation of various superfoods, including cranberries and chia seeds. Additionally, the presence of several supermarkets, hypermarkets, health food stores, and online retailers in the region makes it convenient for consumers to purchase products infused with superfood ingredients. Apart from this, individuals in North American countries are proactive about their health and are inclined towards foods that offer nutritional benefits. Moreover, the high disposable income of individuals in the region allows them to spend on premium functional products prepared with superfoods. Furthermore, North America has a robust research community focused on nutrition and health.

#### Competitive Landscape:

Companies are continuously expanding their product portfolios to offer a wider range of superfood-based options. This includes introducing new superfood ingredients, creating innovative superfood-infused products, and exploring different culinary applications. Additionally, many companies are emphasizing sustainability in their supply chains to reduce environmental impact and support ethical farming practices. Apart from this, they are investing in health and wellness programs to educate consumers about the nutritional benefits of their products. They are collaborating with nutrition experts, dietitians, and health professionals to expand their market reach. Furthermore, various leading companies are expanding their online presence and embracing e-commerce platforms to reach a wider audience.

The report has provided a comprehensive analysis of the competitive landscape in the

market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Archer-Daniels-Midland Company  
Creative Nature Ltd.  
Del Monte Pacific Ltd.  
Healthy Truth  
Nature's Superfoods LLP  
Navitas LLC  
Nutrisure Limited (Supernutrients)  
Rhythm Superfoods, LLC  
Suncore Foods Inc  
Sunfood Corporation  
Superlife Co. Pte. Ltd.

#### Recent Developments:

In August 2021, Del Monte Pacific Ltd. launched a fruit cup with added benefits like easy digestion, antioxidants, and hydration energy. The fruit cup is made with real fruit juice with no added sugar or artificial sweeteners.

In March 2023, Archer-Daniels-Midland Company announced the launch of the Knwble Grwn brand to provide consumers with wholesome, plant-based food ingredients that are sustainably sourced.

In March 2022, Navitas LLC, the organic superfood pioneer, announced the rollout of Superfoods with Purpose, a credo that underscores the ongoing commitment of the company to create a healthier world through regenerative organic farming and plant-based lifestyles.

#### Key Questions Answered in This Report:

How has the global superfoods market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global superfoods market?

What is the impact of each driver, restraint, and opportunity on the global superfoods market?

What are the key regional markets?

Which countries represent the most attractive superfoods market?

What is the breakup of the market based on the product type?

Which is the most attractive product type in the superfoods market?

What is the breakup of the market based on the application?

Which is the most attractive application in the superfoods market?

What is the breakup of the market based on the distribution channel?  
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What is the competitive structure of the global superfoods market?  
Who are the key players/companies in the global superfoods market?



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