

# **Global Dried Fruit Market By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores and Online) By Product (Raisins, Dates, Apricots, Berries, Figs and Others) By Region, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Global Dried Fruit Market size is expected to reach \$12.7 billion by 2026, rising at a market growth of 7.1% CAGR during the forecast period. Fruits are an essential food source. Fresh fruits with short lifespan have added benefits to its dried fruit substitute market. Rising customer awareness about health also has a positive effect on the dried fruit market. In addition, growing R&D to carry innovations concerning its applications in different product lines adds fuel to market growth. Due to their flavor enhancing-ability, they are widely used in the dairy as well as in the bakery industry. On the other hand, the application of dried fruits in snacks and breakfast cereals is broadly focused due to their nutritional value.

Consumers' inclination towards consuming processed nutritional food products adds fuel to the dried fruit market. It is gaining popularity in the food processing industry due to the rising nutritional level of the drug, towards application in various food lines. Hypersensitivity to certain fruits, nevertheless, followed by the loss of a certain percentage of vitamins during the dehydration process, may hinder the dried fruit market over the forecast period.

Because of their nutritional benefits & tastes, dried fruits are vital snacks as well as additives to various kinds of food items. In addition, dried fruit is an essential part of the Mediterranean people's main diet. The massive consumption of dry fruit has been linked with the prevention of conditions including type 2 diabetes, cardiac problems, and metabolic syndrome. In addition, in various countries dried fruits like raisins, prunes,

apricots, figs, apples, dates, and peaches are eaten. Besides this, the key principle of fruit drying is not only to reduce the moisture but also to prevent the microorganism from multiplying and to avoid spoilage.

Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores and Online. Based on Product, the market is segmented into Raisins, Dates, Apricots, Berries, Figs and Others. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Murray River Organics Group Limited, Bergin Fruit and Nut Company, Inc., Sun-Maid Growers of California, Sunsweet Growers, Inc., Traina Foods, Inc., Dole Food Company, Inc., Jiangsu Palarich Food Co., Ltd, Kiantama Oy, Ocean Spray Cranberries, Inc., and Angas Park Fruit Company Pty. Ltd.

#### Strategies deployed in Dried Fruits Market

2019-Nov: Ocean Spray came into partnership with HelloFresh, the world's leading meal Kit Company. The partnership was focused on providing dried cranberries to HelloFresh in 2020.

2019-Nov: Dole Packaged Foods Worldwide announced that it is partnering with Future Group which operates several retail chains across India under the brands Big Bazaar, Foodhall, Nilgiris and Heritage Fresh among others. Following the partnership, the latter company was aimed to distribute the former company's products in India.

2019-Sep: Ocean Spray doubled the plant size of its Wisconsin Rapids, Wis., facility to 440,000 square feet. Following the expansion, it became the largest cranberry processing plant in the world.

2019-Aug: Sun-Maid Growers of California signed an agreement with Lil' Drug Store Products. Following the agreement, Lil' Drug became the exclusive marketer of the Sun-Maid brand in the convenience channel.

2019-Apr: Traina Foods launched two new flavors to its Home Grown fruiton line, a bite-size, sun-dried fruit line. These flavors are Natural Cherry and the Summer Blend. Both of the new flavors provide the same nutrient-packed healthiness as the other items in the line.

2018-Oct: Sun-Maid Growers of California announced an agreement with Flowers Foods, producer of Nature's Own, Wonder, Tastykake, Dave's Killer Bread, and other bakery foods. Under this agreement, Sun-Maid provided license to Flowers Foods for producing and distributing Sun-Maid Raisin bread to approximately 80 percent of the

U.S. population.

2018-Feb: Ocean Spray signed an agreement to acquire Atoka Cranberries in Quebec. The acquisition would increase the former company's manufacturing activities in the region.

Scope of the Study

Market Segmentation:

By Distribution Channel

Supermarkets & Hypermarkets

Convenience Stores and

Online

By Product

Raisins, Dates

Apricots

Berries

Figs and

Others

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### Companies Profiled

Murray River Organics Group Limited

Bergin Fruit and Nut Company, Inc.

Sun-Maid Growers of California

Sunsweet Growers, Inc.

Traina Foods, Inc.

Dole Food Company, Inc.

Jiangsu Palarich Food Co., Ltd

Kiantama Oy

Ocean Spray Cranberries, Inc.

Angas Park Fruit Company Pty. Ltd.

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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Global Dried Fruit Market, by Distribution Channel
  - 1.4.2 Global Dried Fruit Market, by Product
  - 1.4.3 Global Dried Fruit Market, by Geography
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. GLOBAL DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL**

- 3.1 Global Supermarkets & Hypermarkets Market by Region
- 3.2 Global Convenience Stores Market by Region
- 3.3 Global Online Market by Region

### **CHAPTER 4. GLOBAL DRIED FRUIT MARKET BY PRODUCT**

- 4.1 Global Raisins Market by Region
- 4.2 Global Dates Market by Region
- 4.3 Global Apricots Market by Region
- 4.4 Global Berries Market by Region
- 4.5 Global Figs Market by Region
- 4.6 Global Other Product Market by Region

### **CHAPTER 5. GLOBAL DRIED FRUIT MARKET BY REGION**

## 5.1 North America Dried Fruit Market

### 5.1.1 North America Dried Fruit Market by Distribution Channel

#### 5.1.1.1 North America Supermarkets & Hypermarkets Market by Country

#### 5.1.1.2 North America Convenience Stores Market by Country

#### 5.1.1.3 North America Online Market by Country

### 5.1.2 North America Dried Fruit Market by Product

#### 5.1.2.1 North America Raisins Market by Country

#### 5.1.2.2 North America Dates Market by Country

#### 5.1.2.3 North America Apricots Market by Country

#### 5.1.2.4 North America Berries Market by Country

#### 5.1.2.5 North America Other Product Market by Country

### 5.1.3 North America Dried Fruit Market by Country

#### 5.1.3.1 US Dried Fruit Market

##### 5.1.3.1.1 US Dried Fruit Market by Distribution Channel

##### 5.1.3.1.2 US Dried Fruit Market by Product

#### 5.1.3.2 Canada Dried Fruit Market

##### 5.1.3.2.1 Canada Dried Fruit Market by Distribution Channel

##### 5.1.3.2.2 Canada Dried Fruit Market by Product

#### 5.1.3.3 Mexico Dried Fruit Market

##### 5.1.3.3.1 Mexico Dried Fruit Market by Distribution Channel

##### 5.1.3.3.2 Mexico Dried Fruit Market by Product

#### 5.1.3.4 Rest of North America Dried Fruit Market

##### 5.1.3.4.1 Rest of North America Dried Fruit Market by Distribution Channel

##### 5.1.3.4.2 Rest of North America Dried Fruit Market by Product

## 5.2 Europe Dried Fruit Market

### 5.2.1 Europe Dried Fruit Market by Distribution Channel

#### 5.2.1.1 Europe Supermarkets & Hypermarkets Market by Country

#### 5.2.1.2 Europe Convenience Stores Market by Country

#### 5.2.1.3 Europe Online Market by Country

### 5.2.2 Europe Dried Fruit Market by Product

#### 5.2.2.1 Europe Raisins Market by Country

#### 5.2.2.2 Europe Dates Market by Country

#### 5.2.2.3 Europe Apricots Market by Country

#### 5.2.2.4 Europe Berries Market by Country

#### 5.2.2.5 Europe Other Product Market by Country

### 5.2.3 Europe Dried Fruit Market by Country

#### 5.2.3.1 Germany Dried Fruit Market

##### 5.2.3.1.1 Germany Dried Fruit Market by Distribution Channel

##### 5.2.3.1.2 Germany Dried Fruit Market by Product



#### 5.2.3.2 UK Dried Fruit Market

##### 5.2.3.2.1 UK Dried Fruit Market by Distribution Channel

##### 5.2.3.2.2 UK Dried Fruit Market by Product

#### 5.2.3.3 France Dried Fruit Market

##### 5.2.3.3.1 France Dried Fruit Market by Distribution Channel

##### 5.2.3.3.2 France Dried Fruit Market by Product

#### 5.2.3.4 Russia Dried Fruit Market

##### 5.2.3.4.1 Russia Dried Fruit Market by Distribution Channel

##### 5.2.3.4.2 Russia Dried Fruit Market by Product

#### 5.2.3.5 Spain Dried Fruit Market

##### 5.2.3.5.1 Spain Dried Fruit Market by Distribution Channel

##### 5.2.3.5.2 Spain Dried Fruit Market by Product

#### 5.2.3.6 Italy Dried Fruit Market

##### 5.2.3.6.1 Italy Dried Fruit Market by Distribution Channel

##### 5.2.3.6.2 Italy Dried Fruit Market by Product

#### 5.2.3.7 Rest of Europe Dried Fruit Market

##### 5.2.3.7.1 Rest of Europe Dried Fruit Market by Distribution Channel

##### 5.2.3.7.2 Rest of Europe Dried Fruit Market by Product

### 5.3 Asia Pacific Dried Fruit Market

#### 5.3.1 Asia Pacific Dried Fruit Market by Distribution Channel

##### 5.3.1.1 Asia Pacific Supermarkets & Hypermarkets Market by Country

##### 5.3.1.2 Asia Pacific Convenience Stores Market by Country

##### 5.3.1.3 Asia Pacific Online Market by Country

#### 5.3.2 Asia Pacific Dried Fruit Market by Product

##### 5.3.2.1 Asia Pacific Raisins Market by Country

##### 5.3.2.2 Asia Pacific Dates Market by Country

##### 5.3.2.3 Asia Pacific Apricots Market by Country

##### 5.3.2.4 Asia Pacific Berries Market by Country

##### 5.3.2.5 Asia Pacific Other Product Market by Country

#### 5.3.3 Asia Pacific Dried Fruit Market by Country

##### 5.3.3.1 India Dried Fruit Market

##### 5.3.3.1.1 India Dried Fruit Market by Distribution Channel

##### 5.3.3.1.2 India Dried Fruit Market by Product

##### 5.3.3.2 China Dried Fruit Market

##### 5.3.3.2.1 China Dried Fruit Market by Distribution Channel

##### 5.3.3.2.2 China Dried Fruit Market by Product

##### 5.3.3.3 Japan Dried Fruit Market

##### 5.3.3.3.1 Japan Dried Fruit Market by Distribution Channel

##### 5.3.3.3.2 Japan Dried Fruit Market by Product

- 5.3.3.4 South Korea Dried Fruit Market
  - 5.3.3.4.1 South Korea Dried Fruit Market by Distribution Channel
  - 5.3.3.4.2 South Korea Dried Fruit Market by Product
- 5.3.3.5 Singapore Dried Fruit Market
  - 5.3.3.5.1 Singapore Dried Fruit Market by Distribution Channel
  - 5.3.3.5.2 Singapore Dried Fruit Market by Product
- 5.3.3.6 Malaysia Dried Fruit Market
  - 5.3.3.6.1 Malaysia Dried Fruit Market by Distribution Channel
  - 5.3.3.6.2 Malaysia Dried Fruit Market by Product
- 5.3.3.7 Rest of Asia Pacific Dried Fruit Market
  - 5.3.3.7.1 Rest of Asia Pacific Dried Fruit Market by Distribution Channel
  - 5.3.3.7.2 Rest of Asia Pacific Dried Fruit Market by Product
- 5.4 LAMEA Dried Fruit Market
  - 5.4.1 LAMEA Dried Fruit Market by Distribution Channel
    - 5.4.1.1 LAMEA Supermarkets & Hypermarkets Market by Country
    - 5.4.1.2 LAMEA Convenience Stores Market by Country
    - 5.4.1.3 LAMEA Online Market by Country
  - 5.4.2 LAMEA Dried Fruit Market by Product
    - 5.4.2.1 LAMEA Raisins Market by Country
    - 5.4.2.2 LAMEA Dates Market by Country
    - 5.4.2.3 LAMEA Apricots Market by Country
    - 5.4.2.4 LAMEA Berries Market by Country
    - 5.4.2.5 LAMEA Other Product Market by Country
  - 5.4.3 LAMEA Dried Fruit Market by Country
    - 5.4.3.1 Brazil Dried Fruit Market
      - 5.4.3.1.1 Brazil Dried Fruit Market by Distribution Channel
      - 5.4.3.1.2 Brazil Dried Fruit Market by Product
    - 5.4.3.2 Argentina Dried Fruit Market
      - 5.4.3.2.1 Argentina Dried Fruit Market by Distribution Channel
      - 5.4.3.2.2 Argentina Dried Fruit Market by Product
    - 5.4.3.3 UAE Dried Fruit Market
      - 5.4.3.3.1 UAE Dried Fruit Market by Distribution Channel
      - 5.4.3.3.2 UAE Dried Fruit Market by Product
    - 5.4.3.4 Saudi Arabia Dried Fruit Market
      - 5.4.3.4.1 Saudi Arabia Dried Fruit Market by Distribution Channel
      - 5.4.3.4.2 Saudi Arabia Dried Fruit Market by Product
    - 5.4.3.5 South Africa Dried Fruit Market
      - 5.4.3.5.1 South Africa Dried Fruit Market by Distribution Channel
      - 5.4.3.5.2 South Africa Dried Fruit Market by Product

#### 5.4.3.6 Nigeria Dried Fruit Market

##### 5.4.3.6.1 Nigeria Dried Fruit Market by Distribution Channel

##### 5.4.3.6.2 Nigeria Dried Fruit Market by Product

#### 5.4.3.7 Rest of LAMEA Dried Fruit Market

##### 5.4.3.7.1 Rest of LAMEA Dried Fruit Market by Distribution Channel

##### 5.4.3.7.2 Rest of LAMEA Dried Fruit Market by Product

## **CHAPTER 6. COMPANY PROFILES**

### 6.1 Murray River Organics Group Limited

#### 6.1.1 Company Overview

#### 6.1.2 Financial Analysis

### 6.2 Bergin Fruit and Nut Company, Inc.

#### 6.2.1 Company Overview

### 6.3 Sun-Maid Growers of California

#### 6.3.1 Company Overview

#### 6.3.2 Recent strategies and developments:

##### 6.3.2.1 Partnerships, Collaborations, and Agreements:

### 6.4 Sunsweet Growers, Inc.

#### 6.4.1 Company Overview

### 6.5 Traina Foods, Inc.

#### 6.5.1 Company Overview

#### 6.5.2 Recent strategies and developments:

##### 6.5.2.1 Product Launches and Product Expansions:

### 6.6 Dole Food Company, Inc.

#### 6.6.1 Company Overview

#### 6.6.2 Recent strategies and developments:

##### 6.6.2.1 Partnerships, Collaborations, and Agreements:

### 6.7 Jiangsu Palarich Food Co., Ltd.

#### 6.7.1 Company Overview

### 6.8 Kiantama Oy

#### 6.8.1 Company Overview

### 6.9 Ocean Spray Cranberries, Inc.

#### 6.9.1 Company Overview

#### 6.9.2 Recent strategies and developments:

##### 6.9.2.1 Geographical Expansions:

##### 6.9.2.2 Acquisition and Mergers:

##### 6.9.2.3 Partnerships, Collaborations, and Agreements:

### 6.1 Angas Park Fruit Company Pty. Ltd.

### 6.10.1 Company Overview

## List Of Tables

### LIST OF TABLES

TABLE 1 GLOBAL DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 2 GLOBAL DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 3 GLOBAL DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 4 GLOBAL DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 5 GLOBAL SUPERMARKETS & HYPERMARKETS MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 6 GLOBAL SUPERMARKETS & HYPERMARKETS MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 7 GLOBAL CONVENIENCE STORES MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 8 GLOBAL CONVENIENCE STORES MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 9 GLOBAL ONLINE MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 10 GLOBAL ONLINE MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 11 GLOBAL DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 12 GLOBAL DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 13 GLOBAL RAISINS MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 14 GLOBAL RAISINS MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 15 GLOBAL DATES MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 16 GLOBAL DATES MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 17 GLOBAL APRICOTS MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 18 GLOBAL APRICOTS MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 19 GLOBAL BERRIES MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 20 GLOBAL BERRIES MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 21 GLOBAL FIGS MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 22 GLOBAL FIGS MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 23 GLOBAL OTHER PRODUCT MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 24 GLOBAL OTHER PRODUCT MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 25 GLOBAL DRIED FRUIT MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 26 GLOBAL DRIED FRUIT MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 27 NORTH AMERICA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 28 NORTH AMERICA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 29 NORTH AMERICA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2016 - 2019, USD MILLION

TABLE 30 NORTH AMERICA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2020 - 2026, USD MILLION

TABLE 31 NORTH AMERICA SUPERMARKETS & HYPERMARKETS MARKET BY  
COUNTRY, 2016 - 2019, USD MILLION

TABLE 32 NORTH AMERICA SUPERMARKETS & HYPERMARKETS MARKET BY  
COUNTRY, 2020 - 2026, USD MILLION

TABLE 33 NORTH AMERICA CONVENIENCE STORES MARKET BY COUNTRY,  
2016 - 2019, USD MILLION

TABLE 34 NORTH AMERICA CONVENIENCE STORES MARKET BY COUNTRY,  
2020 - 2026, USD MILLION

TABLE 35 NORTH AMERICA ONLINE MARKET BY COUNTRY, 2016 - 2019, USD  
MILLION

TABLE 36 NORTH AMERICA ONLINE MARKET BY COUNTRY, 2020 - 2026, USD  
MILLION

TABLE 37 NORTH AMERICA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019,  
USD MILLION

TABLE 38 NORTH AMERICA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026,  
USD MILLION

TABLE 39 NORTH AMERICA RAISINS MARKET BY COUNTRY, 2016 - 2019, USD  
MILLION

TABLE 40 NORTH AMERICA RAISINS MARKET BY COUNTRY, 2020 - 2026, USD  
MILLION

TABLE 41 NORTH AMERICA DATES MARKET BY COUNTRY, 2016 - 2019, USD  
MILLION

TABLE 42 NORTH AMERICA DATES MARKET BY COUNTRY, 2020 - 2026, USD  
MILLION

TABLE 43 NORTH AMERICA APRICOTS MARKET BY COUNTRY, 2016 - 2019, USD  
MILLION

TABLE 44 NORTH AMERICA APRICOTS MARKET BY COUNTRY, 2020 - 2026, USD  
MILLION

TABLE 45 NORTH AMERICA BERRIES MARKET BY COUNTRY, 2016 - 2019, USD  
MILLION

TABLE 46 NORTH AMERICA BERRIES MARKET BY COUNTRY, 2020 - 2026, USD  
MILLION

TABLE 47 NORTH AMERICA OTHER PRODUCT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 48 NORTH AMERICA OTHER PRODUCT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 49 NORTH AMERICA DRIED FRUIT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 50 NORTH AMERICA DRIED FRUIT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 51 US DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 52 US DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 53 US DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 54 US DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 55 US DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 56 US DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 57 CANADA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 58 CANADA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 59 CANADA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 60 CANADA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 61 CANADA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 62 CANADA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 63 MEXICO DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 64 MEXICO DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 65 MEXICO DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 66 MEXICO DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 67 MEXICO DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 68 REST OF NORTH AMERICA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 69 REST OF NORTH AMERICA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 70 REST OF NORTH AMERICA DRIED FRUIT MARKET BY DISTRIBUTION



CHANNEL, 2016 - 2019, USD MILLION

TABLE 71 REST OF NORTH AMERICA DRIED FRUIT MARKET BY DISTRIBUTION  
CHANNEL, 2020 - 2026, USD MILLION

TABLE 72 REST OF NORTH AMERICA DRIED FRUIT MARKET BY PRODUCT, 2016  
- 2019, USD MILLION

TABLE 73 REST OF NORTH AMERICA DRIED FRUIT MARKET BY PRODUCT, 2020  
- 2026, USD MILLION

TABLE 74 EUROPE DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 75 EUROPE DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 76 EUROPE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 -  
2019, USD MILLION

TABLE 77 EUROPE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 -  
2026, USD MILLION

TABLE 78 EUROPE SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY,  
2016 - 2019, USD MILLION

TABLE 79 EUROPE SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY,  
2020 - 2026, USD MILLION

TABLE 80 EUROPE CONVENIENCE STORES MARKET BY COUNTRY, 2016 - 2019,  
USD MILLION

TABLE 81 EUROPE CONVENIENCE STORES MARKET BY COUNTRY, 2020 - 2026,  
USD MILLION

TABLE 82 EUROPE ONLINE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 83 EUROPE ONLINE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 84 EUROPE DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD  
MILLION

TABLE 85 EUROPE DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD  
MILLION

TABLE 86 EUROPE RAISINS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 87 EUROPE RAISINS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 88 EUROPE DATES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 89 EUROPE DATES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 90 EUROPE APRICOTS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 91 EUROPE APRICOTS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 92 EUROPE BERRIES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 93 EUROPE BERRIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 94 EUROPE OTHER PRODUCT MARKET BY COUNTRY, 2016 - 2019, USD  
MILLION

TABLE 95 EUROPE OTHER PRODUCT MARKET BY COUNTRY, 2020 - 2026, USD  
MILLION



TABLE 96 EUROPE DRIED FRUIT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 97 EUROPE DRIED FRUIT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 98 GERMANY DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 99 GERMANY DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 100 GERMANY DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 101 GERMANY DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 102 GERMANY DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 103 GERMANY DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 104 UK DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 105 UK DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 106 UK DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 107 UK DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 108 UK DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 109 UK DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 110 FRANCE DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 111 FRANCE DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 112 FRANCE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 113 FRANCE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 114 FRANCE DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 115 FRANCE DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 116 RUSSIA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 117 RUSSIA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 118 RUSSIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 119 RUSSIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 120 RUSSIA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD

MILLION

TABLE 121 RUSSIA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD  
MILLION

TABLE 122 SPAIN DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 123 SPAIN DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 124 SPAIN DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 -  
2019, USD MILLION

TABLE 125 SPAIN DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 -  
2026, USD MILLION

TABLE 126 SPAIN DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD  
MILLION

TABLE 127 SPAIN DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD  
MILLION

TABLE 128 ITALY DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 129 ITALY DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 130 ITALY DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 -  
2019, USD MILLION

TABLE 131 ITALY DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 -  
2026, USD MILLION

TABLE 132 ITALY DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 133 ITALY DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 134 REST OF EUROPE DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 135 REST OF EUROPE DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 136 REST OF EUROPE DRIED FRUIT MARKET BY DISTRIBUTION  
CHANNEL, 2016 - 2019, USD MILLION

TABLE 137 REST OF EUROPE DRIED FRUIT MARKET BY DISTRIBUTION  
CHANNEL, 2020 - 2026, USD MILLION

TABLE 138 REST OF EUROPE DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019,  
USD MILLION

TABLE 139 REST OF EUROPE DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026,  
USD MILLION

TABLE 140 ASIA PACIFIC DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 141 ASIA PACIFIC DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 142 ASIA PACIFIC DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2016 - 2019, USD MILLION

TABLE 143 ASIA PACIFIC DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2020 - 2026, USD MILLION

TABLE 144 ASIA PACIFIC SUPERMARKETS & HYPERMARKETS MARKET BY  
COUNTRY, 2016 - 2019, USD MILLION

TABLE 145 ASIA PACIFIC SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 146 ASIA PACIFIC CONVENIENCE STORES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 147 ASIA PACIFIC CONVENIENCE STORES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 148 ASIA PACIFIC ONLINE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 149 ASIA PACIFIC ONLINE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 150 ASIA PACIFIC DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 151 ASIA PACIFIC DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 152 ASIA PACIFIC RAISINS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 153 ASIA PACIFIC RAISINS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 154 ASIA PACIFIC DATES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 155 ASIA PACIFIC DATES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 156 ASIA PACIFIC APRICOTS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 157 ASIA PACIFIC APRICOTS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 158 ASIA PACIFIC BERRIES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 159 ASIA PACIFIC BERRIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 160 ASIA PACIFIC OTHER PRODUCT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 161 ASIA PACIFIC OTHER PRODUCT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 162 ASIA PACIFIC DRIED FRUIT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 163 ASIA PACIFIC DRIED FRUIT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 164 INDIA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 165 INDIA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 166 INDIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 167 INDIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 168 INDIA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 169 INDIA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 170 CHINA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 171 CHINA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 172 CHINA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 173 CHINA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 174 CHINA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 175 CHINA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 176 JAPAN DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 177 JAPAN DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 178 JAPAN DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 179 JAPAN DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 180 JAPAN DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 181 JAPAN DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 182 SOUTH KOREA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 183 SOUTH KOREA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 184 SOUTH KOREA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 185 SOUTH KOREA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 186 SOUTH KOREA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 187 SOUTH KOREA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 188 SINGAPORE DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 189 SINGAPORE DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 190 SINGAPORE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2016 - 2019, USD MILLION

TABLE 191 SINGAPORE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2020 - 2026, USD MILLION

TABLE 192 SINGAPORE DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD  
MILLION

TABLE 193 SINGAPORE DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD  
MILLION

TABLE 194 MALAYSIA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 195 MALAYSIA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 196 MALAYSIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 -  
2019, USD MILLION

TABLE 197 MALAYSIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 -  
2026, USD MILLION

TABLE 198 MALAYSIA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD  
MILLION

TABLE 199 MALAYSIA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD  
MILLION

TABLE 200 REST OF ASIA PACIFIC DRIED FRUIT MARKET, 2016 - 2019, USD  
MILLION

TABLE 201 REST OF ASIA PACIFIC DRIED FRUIT MARKET, 2020 - 2026, USD  
MILLION

TABLE 202 REST OF ASIA PACIFIC DRIED FRUIT MARKET BY DISTRIBUTION  
CHANNEL, 2016 - 2019, USD MILLION

TABLE 203 REST OF ASIA PACIFIC DRIED FRUIT MARKET BY DISTRIBUTION  
CHANNEL, 2020 - 2026, USD MILLION

TABLE 204 REST OF ASIA PACIFIC DRIED FRUIT MARKET BY PRODUCT, 2016 -  
2019, USD MILLION

TABLE 205 REST OF ASIA PACIFIC DRIED FRUIT MARKET BY PRODUCT, 2020 -  
2026, USD MILLION

TABLE 206 LAMEA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 207 LAMEA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 208 LAMEA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 -  
2019, USD MILLION

TABLE 209 LAMEA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 -  
2026, USD MILLION

TABLE 210 LAMEA SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY,  
2016 - 2019, USD MILLION

TABLE 211 LAMEA SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY,

2020 - 2026, USD MILLION

TABLE 212 LAMEA CONVENIENCE STORES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 213 LAMEA CONVENIENCE STORES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 214 LAMEA ONLINE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 215 LAMEA ONLINE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 216 LAMEA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 217 LAMEA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 218 LAMEA RAISINS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 219 LAMEA RAISINS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 220 LAMEA DATES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 221 LAMEA DATES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 222 LAMEA APRICOTS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 223 LAMEA APRICOTS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 224 LAMEA BERRIES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 225 LAMEA BERRIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 226 LAMEA OTHER PRODUCT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 227 LAMEA OTHER PRODUCT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 228 LAMEA DRIED FRUIT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 229 LAMEA DRIED FRUIT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 230 BRAZIL DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 231 BRAZIL DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 232 BRAZIL DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 233 BRAZIL DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 234 BRAZIL DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 235 BRAZIL DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 236 ARGENTINA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 237 ARGENTINA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION



TABLE 238 ARGENTINA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2016 - 2019, USD MILLION

TABLE 239 ARGENTINA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2020 - 2026, USD MILLION

TABLE 240 ARGENTINA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD  
MILLION

TABLE 241 ARGENTINA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD  
MILLION

TABLE 242 UAE DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 243 UAE DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 244 UAE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019,  
USD MILLION

TABLE 245 UAE DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026,  
USD MILLION

TABLE 246 UAE DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 247 UAE DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 248 SAUDI ARABIA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 249 SAUDI ARABIA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 250 SAUDI ARABIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2016 - 2019, USD MILLION

TABLE 251 SAUDI ARABIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2020 - 2026, USD MILLION

TABLE 252 SAUDI ARABIA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD  
MILLION

TABLE 253 SAUDI ARABIA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD  
MILLION

TABLE 254 SOUTH AFRICA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 255 SOUTH AFRICA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 256 SOUTH AFRICA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2016 - 2019, USD MILLION

TABLE 257 SOUTH AFRICA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL,  
2020 - 2026, USD MILLION

TABLE 258 SOUTH AFRICA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019,  
USD MILLION

TABLE 259 SOUTH AFRICA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026,  
USD MILLION

TABLE 260 NIGERIA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 261 NIGERIA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 262 NIGERIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 -

2019, USD MILLION

TABLE 263 NIGERIA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 264 NIGERIA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 265 NIGERIA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 266 REST OF LAMEA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 267 REST OF LAMEA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 268 REST OF LAMEA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 269 REST OF LAMEA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 270 REST OF LAMEA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 271 REST OF LAMEA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 272 KEY INFORMATION – MURRAY RIVER ORGANICS GROUP LIMITED

TABLE 273 KEY INFORMATION – BERGIN FRUIT AND NUT COMPANY, INC.

TABLE 274 KEY INFORMATION – SUN-MAID GROWERS OF CALIFORNIA

TABLE 275 KEY INFORMATION – SUNSWEET GROWERS, INC.

TABLE 276 KEY INFORMATION – TRAINA FOODS, INC.

TABLE 277 KEY INFORMATION – DOLE FOOD COMPANY, INC.

TABLE 278 KEY INFORMATION – JIANGSU PALARICH FOOD CO., LTD.

TABLE 279 KEY INFORMATION – Kiantama Oy

TABLE 280 KEY INFORMATION – OCEAN SPRAY CRANBERRIES, INC.

TABLE 281 KEY INFORMATION – ANGAS PARK FRUIT COMPANY PTY. LTD.



## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 RECENT STRATEGIES AND DEVELOPMENTS: OCEAN SPRAY  
CRANBERRIES, INC.

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