

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

<https://marketpublishers.com/r/N50E8E5E424BEN.html>

Date: May 2020

Pages: 50

Price: US\$ 1,500.00 (Single User License)

ID: N50E8E5E424BEN

Abstracts

The North America Dried Fruit Market would witness market growth of 5.8% CAGR during the forecast period (2020-2026).

High water content is causing the fruits to perish. Consequently, fresh fruits are dried to prolong their shelf-life along with product protection. In dried fruit, the scope of drying procedures is used to extract a wide proportion of water. In addition, osmotic dehydration is one of the most suitable techniques for improving fruit shelf-life. Due to its ability to preserve color, minerals, color, taste, and vitamin, the process has gained prominence along with reducing the amount of water in fruits. The above aspects are expected to help guide the growth of the dried fruit market over the forecast period.

Increasing demand for on-the-go snacking has accelerated market growth in recent years. Features like less perishability and easy to carry made dried fruit a popular healthy snack. Dried fruit has also gained considerable popularity as an ingredient for salads, baked foods, oatmeal, snack, and desert. Raisins have gained immense popularity in the chocolate industry over the last few years as they add a rich flavor and nutrition in chocolates.

Manufacturers like Sun-Maid Growers of California are implementing point-of-purchase or POP show marketing strategies to cater to these customers. The producers introduced innovative dried fruit packaging. Additionally, exotic and tropical fruits have been included in their product line to attract more consumers. With growing market

awareness of the brand and stringent foreign trade rules on packaging, dried fruit producers are increasingly investing in packaging.

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 countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

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.

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 Country

US

Canada

Mexico

Rest of North America

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 North America Dried Fruit Market, by Distribution Channel
 - 1.4.2 North America Dried Fruit Market, by Product
 - 1.4.3 North America Dried Fruit Market, by Country
- 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. NORTH AMERICA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL

- 3.1 North America Supermarkets & Hypermarkets Market by Country
- 3.2 North America Convenience Stores Market by Country
- 3.3 North America Online Market by Country

CHAPTER 4. NORTH AMERICA DRIED FRUIT MARKET BY PRODUCT

- 4.1 North America Raisins Market by Country
- 4.2 North America Dates Market by Country
- 4.3 North America Apricots Market by Country
- 4.4 North America Berries Market by Country
- 4.5 North America Other Product Market by Country

CHAPTER 5. NORTH AMERICA DRIED FRUIT MARKET BY COUNTRY

- 5.1 US Dried Fruit Market
 - 5.1.1 US Dried Fruit Market by Distribution Channel
 - 5.1.2 US Dried Fruit Market by Product
- 5.2 Canada Dried Fruit Market
 - 5.2.1 Canada Dried Fruit Market by Distribution Channel
 - 5.2.2 Canada Dried Fruit Market by Product
- 5.3 Mexico Dried Fruit Market
 - 5.3.1 Mexico Dried Fruit Market by Distribution Channel
 - 5.3.2 Mexico Dried Fruit Market by Product
- 5.4 Rest of North America Dried Fruit Market
 - 5.4.1 Rest of North America Dried Fruit Market by Distribution Channel
 - 5.4.2 Rest of North America 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 NORTH AMERICA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 2 NORTH AMERICA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

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

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

TABLE 5 NORTH AMERICA SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 6 NORTH AMERICA SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 7 NORTH AMERICA CONVENIENCE STORES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 8 NORTH AMERICA CONVENIENCE STORES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 9 NORTH AMERICA ONLINE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 10 NORTH AMERICA ONLINE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

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

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

TABLE 13 NORTH AMERICA RAISINS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 14 NORTH AMERICA RAISINS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 15 NORTH AMERICA DATES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 16 NORTH AMERICA DATES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 17 NORTH AMERICA APRICOTS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 18 NORTH AMERICA APRICOTS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 19 NORTH AMERICA BERRIES MARKET BY COUNTRY, 2016 - 2019, USD

MILLION

TABLE 20 NORTH AMERICA BERRIES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 21 NORTH AMERICA OTHER PRODUCT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 22 NORTH AMERICA OTHER PRODUCT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 23 NORTH AMERICA DRIED FRUIT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 24 NORTH AMERICA DRIED FRUIT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 25 US DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 26 US DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 27 US DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 28 US DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 29 US DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 30 US DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 31 CANADA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 32 CANADA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 33 CANADA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 34 CANADA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 35 CANADA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 36 CANADA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 37 MEXICO DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 38 MEXICO DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 39 MEXICO DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 40 MEXICO DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 41 MEXICO DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 42 REST OF NORTH AMERICA DRIED FRUIT MARKET, 2016 - 2019, USD MILLION

TABLE 43 REST OF NORTH AMERICA DRIED FRUIT MARKET, 2020 - 2026, USD MILLION

TABLE 44 REST OF NORTH AMERICA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 45 REST OF NORTH AMERICA DRIED FRUIT MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 46 REST OF NORTH AMERICA DRIED FRUIT MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 47 REST OF NORTH AMERICA DRIED FRUIT MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 48 KEY INFORMATION – MURRAY RIVER ORGANICS GROUP LIMITED

TABLE 49 KEY INFORMATION – BERGIN FRUIT AND NUT COMPANY, INC.

TABLE 50 KEY INFORMATION – SUN-MAID GROWERS OF CALIFORNIA

TABLE 51 KEY INFORMATION – SUNSWEET GROWERS, INC.

TABLE 52 KEY INFORMATION – TRAINA FOODS, INC.

TABLE 53 KEY INFORMATION – DOLE FOOD COMPANY, INC.

TABLE 54 KEY INFORMATION – JIANGSU PALARICH FOOD CO., LTD.

TABLE 55 KEY INFORMATION – Kiantama Oy

TABLE 56 KEY INFORMATION – OCEAN SPRAY CRANBERRIES, INC.

TABLE 57 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.

I would like to order

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