

Apple Sauce Market - Forecasts from 2020 to 2025

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Abstracts

Apple sauce market size is expected to grow at a compound annual growth rate of 9.69% over the forecast period to reach a market size of US\$5.229 billion in 2025 from US\$3.002 billion in 2019. Increasing global population and rural to urban migrations are poised to influence the applesauce market growth all over the world which also pave the way for the adoption of new trends and is anticipated to further drive the demand of applesauce where it hasn't been a traditional constituent of one's diet. This is also partly because rural to urban migration leads to an increase in disposable income. This has resulted in a shift away from the traditional consumption and an upswing in adopting the means of living that are normally endemic to urban areas or developed economies. In view of the above, it should be noted that 1.7 billion people i.e., around 23% of the world population lived in a city and 45 % of the world's population resided in rural areas which are expected to fall by 40% by 2030 as per United Nations (UN). Thus, facilitating an increased sale over eCommerce channels which were already in the order of 25 trillion USD in 2018 and was equivalent to 30% of the global GDP (gross domestic product) that particular year, according to UNCTAD. Further, the value of B2B eCommerce was \$21 trillion i.e., 83% of all eCommerce, and that of B2C eCommerce was \$4.4 trillion. The top three countries which occupied B2C sales were China, the United States, and the United Kingdom. Further, the estimated cross-border B2C e-commerce sales amounted to \$404 billion in 2018. The effects of rapid urbanization also led to the receipt of better education which automatically results in the capacity of high-income generation as well as a conscientious investment in personal nutrition through the means of products that are derived from natural ingredients like applesauce among others. Moreover, the emerging economies and promising online retail infrastructure are expected to augment the sales of apple sauce during the next few years. The consumer goods industry of newly industrialized countries is witnessing an increased presence of online retailers that are facilitating the growth of the food products like condiments and preserves apart from factors like the growing middle-income group and the rising population of working women. In the case of China, in comparison with their

predecessor's today's consumers are seeking out the quickest and the most convenient methods to meet their demands facilitated by the ability to purchase through mobile payment apps like AliPay and WeChat Pay. Besides, global companies with data-driven operations are leveraging consumer preference data, which are obtained from various digital platforms to better understand customer segments and consequently target the same which has driven better placement of products and marketing strategies satisfactorily meeting customer expectations

The upward trend in organic production is expected to contribute to the applesauce market pertain to the organic segment. This would lead to the organic segment of the market holding a substantial share. From the perspective of the global market for organic food & beverage. Reportedly the EU organic farmland has more than doubled in the last decade, with 500,000 hectares of land being converted each year into organic production. Spanning the EU 28, reportedly in 2018, the area covered under Organic farming was in the order of 13.4 million hectares which corresponds to 7.5 % of the total utilized agriculture area of the aforesaid area. Pastures and meadows accounted for 44% of EU organic agricultural land, 11 % of organic production were represented by permanent and remain was represent by arable crops.

The EU member states like Austria, Estonia as well as Sweden which are reportedly smaller agricultural the organic share is above 20% of the total agricultural land. The organic production is between 7 % and 15 % for the top agricultural producers with Italy at 15.2%, Spain at 9.3 %, Germany at 7.3 %, and France at 7 %. The consumption of organic products in the EU have reportedly increased during the past few years. In 2017, the global organic food and drink market was to the tune of US\$ 108 billion, with the United States accounts for 47 % of the global market, followed by the EU, with 37%. Moreover, in the last ten years, the size of the EU organic market has reportedly doubled and continues to grow at a significant pace as depicted by 11 % in 2017 compared to 2016. Particularly in the case of the EU, the current legal framework governing organics in the region is that of the Council Regulation (EC) No 834/2007. The regulation reportedly delineates the principles and objectives of organic agriculture in the EU and reportedly updates general production rules and explicates the EU's organic production standards, control system, and labeling requirements. In 2018, the text of the new EU Regulation on Organic Production and Labeling of Organic Products (Regulation (EU) 2018/848) was adopted by the European Parliament and the Council of the European Union. This was the outcome of a legislative process coupled with negotiations that lasted for four years.

Nevertheless, an appeal for a one-year deferment of the implementation due to the

COVID-19 crisis by the Agricultural Committee in the European Parliament has been requested, to reportedly facilitate a smooth transition and enable competent authorities, control bodies, and organic operators to have adequate time at their disposal. The decision is reported to be taken by fall. The regulatory changes brought about by the new regulation are applicable to both production of organic products in the European Union and for imports of organics. Further, under this rule, flavorings will be regarded as agricultural ingredients. This means that the maximum permissible number of conventional flavorings in an organic product, together with all other non-organic ingredients, shall not exceed 5 % of the total agricultural ingredients. This regulation also seeks to limit the use of additives and processing aids to produce food, among others permitting only specified products and substances.

Segmentation:

By Type

Sweetened

Unsweetened

By Nature

Conventional

Organic

By Packaging

Pouches

Jars

Cups

Others

By Distribution Channel

Offline

§ Convenience Stores

§ Others

Online

By geography

North America

§ USA

§ Canada

§ Mexico

South America

§ Brazil

§ Argentina

§ Others

Europe

§ Germany

§ Spain

§ United Kingdom

§ Italy

§ France

§ Others

Middle East and Africa

§ UAE

§ South Africa

§ Others

Asia Pacific

§ China

§ Japan

§ Australia

§ India

§ Others

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