

Global Maqui Berry Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/GE24DCB8AAC6EN.html>

Date: November 2020

Pages: 95

Price: US\$ 3,950.00 (Single User License)

ID: GE24DCB8AAC6EN

Abstracts

The global maqui berry market is evaluated at US\$28.172 million for the year 2019 growing at a CAGR of 35.45% reaching the market size of US\$173.998 million by the year 2025. Maqui Berry Market will grow at a significant rate according to the data published. This is relatively a novel industry that is gaining wider and substantial prominence. Maqui Berry belongs to the *Elaeocarpaceae* family and is a dark and exotic fruit. It is also known as 'Aristotelia chilensis.' Maqui Berry flowers at the end of spring. The flowers are generally small and unisexual, and the leaves are oval in shape and have a dark colour. It is a native fruit to Chile and Argentina and is grown in Chilean Rainforests and in the nearby border jungles of Argentina. Maqui Berries are becoming widely popular because of their health benefits. The industry is also facing significant challenges due to improper collecting method and lack of infrastructure in the harvesting locations. Despite that, the market is registering a substantial growth.

Key Trends

Health Benefits

Maqui Berry is known for its wider health applications. It has a high antioxidant content, and it reduces inflammation.

Maqui berry is filled with antioxidants which helps in the stabilization of free radicals, preventing cell damage and its repercussions. Maqui berries have 3 times higher antioxidant content than strawberries, blackberries and blueberries. It also helps in reduction in chronic diseases, for

instance heart diseases, cancer and diabetes.

Maqui berries are also known for its anti-inflammatory effects according to the clinical and test-tube studies. It helps prevent conditions and diseases related to infla

mma
tion,
such
as
heart
dise
ases
, arth
ritis
and
lung
dise
ases

Due to the medical trials and research in pre diabetic patients, it is found that the maqui berry reduces blood sugar level.

Eyes
are e
xpos
ed to
exce
ssive
light.
It ca
uses
subs
tanti
al da
mag
e to
the e
yes.
Beca
use
of a
high

er an
tiox
dant
cont
ent
in be
rries,
it hel
ps pr
otect
ion a
gain
st
the d
ama
ge
by
the e
xces
sive
light.
It
also
prev
ents
dam
age
caus
ed
by ul
travi
olet
rays.

It also helps in increasing the growth of good bacteria that is beneficial for the immune system and the intestines.

Increase in Demand

Food and Beverage industries are investing a substantial amount of capital into the re-search and development of Maqui Berry products. It is blended in juices, cereals and yoghurts that helps in improvement of the immune system of an individual. Companies are increasing and improving their portfolios with the introduction of berry juices and powdered products. Manufacturers are generating substantial revenues with their production of fresh maqui berries. There is a significant demand for fresh organic berry juices. It is free from preservatives, additives and extra sugar and is generating a substantial demand among millennials. Advanced filtration method is used to decrease the natural water content of maqui berries. There has been a substantial demand in the fresh maqui berry wine. There has been a study that the berry wine improves the strength and stamina of a body.

Organic and Fresh Berry are gaining traction

On the basis of nature, Maqui berry market has been classified into Organic and conventional products. Organic fresh berry products have

a significant share in the market. It is generating a substantial revenue as compared to the conventional and inorganic products. Organic berry products are good for health as the p

products does not include preservatives and generates a significant amount among the consumers. Organic products are expected to grow at a significant rate in the coming years.

By Distribution Channel Analysis

Berries are collected each year from the month of December to March by the local farmers and families. Mechanical process is required in the separation of berries and leaves. They are sold to the local market at a specific price range. The distribution channel is classified between B2B, B2C and Online Retailing. B2B holds the majority of the share in the market but B2C segment is expected to surpass the B2B segment in the coming years. Online retail will also hold a substantial share in the market because of consumer awareness, better technology. Private and Government incentives will also have a significant role in the enhancement of online retailing. Government and private companies are introducing novel online market where a small farmer can register with the portal. The customer will be allowed to purchase directly from the farmer or a manufacturer. With the introduction of novel laws to improve the quality and the trade in every region around the world, there will be a significant growth in the Maqui Berry Market. There will be a formalization of trade which will help in analyzing better output and data.

Regional Analysis

South America is estimated to be the largest producer of the market. Brazil has registered a significant growth in the South America region. Chile is the major producer and exporter of Maqui Berry. USA is the major importer of Berry. North America will register a substantial growth in the coming years and will have a considerable market share. The reason is due to the increase in dietary and healthier supplements and with a substantial income of consumers. There has been a surge in the demand for berry products in Europe. Asia-Pacific region will have a significant growth in terms of CAGR due to the surge in the demand for the cosmetic products.

Target Segment

Major global players are improving their portfolio by manufacturing and producing healthier products. Companies are investing a substantial capital in organic products to target consumers. There has been research and development on dietary supplements to target health conscious and fitness enthusiast consumers.

Major Development

Companies and various research organizations are investing a significant capital in the development of berry seeds to process oil. Maqui Berry oil has various health benefits, and it is healthier for the skin. It prevents tanning, aging and pigment disorders.

Competitive Analysis

Some of the major players operating in the berry market are Sunfood Superfoods, Navitas Organics, Maqui New Life S.A., Sevenhills Wholefoods, Bayas del Sur SA, SouthAm Freeze Dry, Neorganika, ARAUCO NUTRIENTES NATURALES, Terrasoul Superfoods, HP Ingredients and others. These major players have a higher presence in the development of the novel product, collaborations. These companies are investing a significant capital in the innovations, partnership with the local players to increase their market share.

Segmentation

By Form

Fresh

Processed

By Industry

Food and Beverage

Cosmetics

Pharmaceuticals

By Distribution Channel

Online

Offline

Convenience Stores

Others

By geography

North America

USA

Canada

South America

Brazil

Others

Europe

Germany

United Kingdom

France

Others

Middle East and Africa

Asia Pacific

China

Japan

Others

Note: The report will be dispatched within 2-3 business days.

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Segmentation

2. RESEARCH METHODOLOGY

- 2.1. Research Data
- 2.2. Assumptions

3. EXECUTIVE SUMMARY

- 3.1. Research Highlights

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. The threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. GLOBAL MAQUI BERRY MARKET ANALYSIS, BY FORM

- 5.1. Introduction
- 5.2. Fresh
- 5.3. Processed

6. GLOBAL MAQUI BERRY MARKET ANALYSIS, BY INDUSTRY

- 6.1. Introduction
- 6.2. Food and Beverage
- 6.3. Cosmetic

6.4. Pharmaceuticals

7. GLOBAL MAQUI BERRY MARKET ANALYSIS, BY DISTRIBUTION CHANNEL

7.1. Introduction

7.2. Online

7.3. Offline

7.3.1. Convenience Stores

7.3.2. Others

8. GLOBAL MAQUI BERRY ANALYSIS, BY GEOGRAPHY

8.1. Introduction

8.2. North America

8.2.1. United States

8.2.2. Canada

8.3. South America

8.3.1. Brazil

8.3.2. Others

8.4. Europe

8.4.1. Germany

8.4.2. United Kingdom

8.4.3. France

8.4.4. Others

8.5. The Middle East and Africa

8.6. Asia Pacific

8.6.1. China

8.6.2. Japan

8.6.3. Others

9. COMPETITIVE ENVIRONMENT AND ANALYSIS

9.1. Major Players and Strategy Analysis

9.2. Emerging Players and Market Lucrativeness

9.3. Mergers, Acquisitions, Agreements, and Collaborations

9.4. Vendor Competitiveness Matrix

10. COMPANY PROFILES

- 10.1. Sunfood Superfoods
 - 10.2. Navitas Organics
 - 10.3. Sevenhills Wholefoods
 - 10.4. Bayas d el Sur SA
 - 10.5. Neorganika
 - 10.6. ARAUCO NUTRIENTES NATURALES
 - 10.7. Terrasoul Superfoods
 - 10.8. HP Ingredients
 - 10.9. Kiva Health Food
 - 10.10. Mountain Rose herbs
- The list is not exhaustive*

I would like to order

Product name: Global Maqui Berry Market - Forecasts from 2020 to 2025

Product link: <https://marketpublishers.com/r/GE24DCB8AAC6EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE24DCB8AAC6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970