

Global Mulberry Juice Market Growth 2026-2032

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Abstracts

The global Mulberry Juice market size is predicted to grow from US\$ 1943 million in 2025 to US\$ 2639 million in 2032; it is expected to grow at a CAGR of 4.5% from 2026 to 2032.

Mulberry juice is a natural beverage made from the fruit of the mulberry tree (*Morus alba*), a plant in the Moraceae family, through processes such as pressing, filtering, and sterilization. It is purplish-red in color, with a sweet and sour taste, and is rich in anthocyanins, resveratrol, flavonoids, vitamin C, protein, minerals (calcium, iron, zinc, selenium, etc.), as well as various amino acids and pectin. Its vitamin C, essential amino acid, and selenium content is significantly higher than that of fruits such as apples, peaches, and kiwis.

Main Benefits:

Antioxidant and Anti-aging:Anthocyanins and resveratrol can scavenge free radicals, reduce oxidative damage to cells, help delay skin aging, and improve dull skin tone.

Eye Protection and Relief of Eye Fatigue:Anthocyanins help regenerate retinal cells, making it suitable for people who use electronic products for extended periods or read for extended periods.

Iron and Anemia Relief:Iron and vitamin C work synergistically to promote hemoglobin synthesis, making it suitable for women and those recovering from surgery.

Relief of Constipation:The dietary fiber and fruit acids in mulberry juice can promote intestinal peristalsis and relieve constipation. **Boosting Immunity:** Polysaccharides can regulate immune function and enhance disease resistance.

Other Health Benefits: Traditional Chinese medicine believes that mulberries are sweet and cold in nature, possessing the effects of nourishing the liver and kidneys, promoting body fluid production and moisturizing dryness, and improving hair health and eyesight.

In 2025, global mulberry juice sales reached 697 million liters, with a production capacity of approximately 240 million liters, an average selling price of US\$2.85 per liter, and an average gross profit margin of 30%-38%.

United States market for Mulberry Juice is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Mulberry Juice is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Mulberry Juice is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Mulberry Juice players cover Zhonghe Baosang, Guangdong Baosangyuan, Sichuan Black Gold Mulberry Sunshine Agriculture, Shanghao Tea Industry, Tianye Innovation, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Mulberry Juice Industry Forecast" looks at past sales and reviews total world Mulberry Juice sales in 2025, providing a comprehensive analysis by region and market sector of projected Mulberry Juice sales for 2026 through 2032. With Mulberry Juice sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mulberry Juice industry.

This Insight Report provides a comprehensive analysis of the global Mulberry Juice landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Mulberry Juice portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Mulberry Juice market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Mulberry Juice and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Mulberry Juice.

This report presents a comprehensive overview, market shares, and growth opportunities of Mulberry Juice market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Bottled

Boxed

Segmentation by Ingredients:

Pure Mulberry Juice

Compound Mulberry Juice

Segmentation by Capacity:

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Mulberry Juice Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Mulberry Juice by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Mulberry Juice by Country/Region, 2021, 2025 & 2032
- 2.2 Mulberry Juice Segment by Type
 - 2.2.1 Bottled
 - 2.2.2 Boxed
 - 2.2.3 Mulberry Juice Sales by Type
 - 2.2.3.1 Global Mulberry Juice Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Mulberry Juice Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Mulberry Juice Sale Price by Type (2021-2026)
- 2.3 Mulberry Juice Segment by Ingredients
 - 2.3.1 Pure Mulberry Juice
 - 2.3.2 Compound Mulberry Juice
 - 2.3.3 Mulberry Juice Sales by Ingredients
 - 2.3.3.1 Global Mulberry Juice Sales Market Share by Ingredients (2021-2026)
 - 2.3.3.2 Global Mulberry Juice Revenue and Market Share by Ingredients (2021-2026)
 - 2.3.3.3 Global Mulberry Juice Sale Price by Ingredients (2021-2026)
- 2.4 Mulberry Juice Segment by Capacity
 - 2.4.1

List Of Tables

LIST OF TABLES

Table 1. Mulberry Juice Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Mulberry Juice Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Bottled

Table 4. Major Players of Boxed

Table 5. Global Mulberry Juice Sales by Type (2021-2026) & (Million Liters)

Table 6. Global Mulberry Juice Sales Market Share by Type (2021-2026)

Table 7. Global Mulberry Juice Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Mulberry Juice Revenue Market Share by Type (2021-2026)

Table 9. Global Mulberry Juice Sale Price by Type (2021-2026) & (US\$/Liter)

Table 10. Major Players of Pure Mulberry Juice

Table 11. Major Players of Compound Mulberry Juice

Table 12. Global Mulberry Juice Sales by Ingredients (2021-2026) & (Million Liters)

Table 13. Global Mulberry Juice Sales Market Share by Ingredients (2021-2026)

Table 14. Global Mulberry Juice Revenue by Ingredients (2021-2026) & (\$ million)

Table 15. Global Mulberry Juice Revenue Market Share by Ingredients (2021-2026)

Table 16. Global Mulberry Juice Sale Price by Ingredients (2021-2026) & (US\$/Liter)

Table 17. Major Players of

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Mulberry Juice
- Figure 2. Mulberry Juice Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Mulberry Juice Sales Growth Rate 2021-2032 (Million Liters)
- Figure 7. Global Mulberry Juice Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Mulberry Juice Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Mulberry Juice Sales Market Share by Country/Region (2025)
- Figure 10. Mulberry Juice Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Bottled
- Figure 12. Product Picture of Boxed
- Figure 13. Global Mulberry Juice Sales Market Share by Type in 2026
- Figure 14. Global Mulberry Juice Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Pure Mulberry Juice
- Figure 16. Product Picture of Compound Mulberry Juice
- Figure 17. Global Mulberry Juice Sales Market Share by Ingredients in 2026
- Figure 18. Global Mulberry Juice Revenue Market Share by Ingredients (2021-2026)
- Figure 19. Product Picture of

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