

Global Goji Berries Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/GCB2AD5905E5EN.html>

Date: March 2022

Pages: 116

Price: US\$ 3,500.00 (Single User License)

ID: GCB2AD5905E5EN

Abstracts

Goji, goji berry, or wolfberry, is the fruit of either *Lycium barbarum* or *Lycium chinense*, two closely related species of boxthorn in the nightshade family, Solanaceae. *L. barbarum* and *L. chinense* fruits are similar but can be distinguished by differences in taste and sugar content.

Based on the Goji Berries market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Goji Berries market covered in Chapter 5:

Ningxia Pure Goji Biology Technology

Shaanxi NHK Technology Co., Ltd

Natierra

Navitas Naturals

Organicway
Unicorn Superfoods
Viva
Ningxia Red-goji berry trade Co., Ltd
Essential Living
Vantasty
Goji Berry Farm (Bulgaria)
Ningxia Zhengyuan Wuzhong Halal Food Co., Ltd
Alovitox
The Berry Company
Xian Yuensun Biological Technology Co., Ltd. (Yesherb)

In Chapter 6, on the basis of types, the Goji Berries market from 2015 to 2025 is primarily split into:

Direct Fruit
Processed Products
Others

In Chapter 7, on the basis of applications, the Goji Berries market from 2015 to 2025 covers:

Food and Beverage
Pharmaceutical
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)
United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia
Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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