

Organic Fruits & Vegetables Market by Crop (Organic Fruits and Organic Vegetables), Form (Fresh, Frozen, Puree, and Powdered), End Use (Fresh Consumption and Food Processing), Distribution Channel, and Region - Global Forecast to 2020

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Abstracts

Organic fruits and vegetables are primarily produced by using minimal off-farm inputs and using the production methods that restore and improve ecological balance. The organic fruits & vegetables market is one of the fastest-growing markets in the overall organic agriculture industry, owing primarily to its multiple health benefits and absence of synthetic chemicals. Certain medicinal benefits associated with organic fruits and vegetables include anti-inflammatory properties, enhanced immunity, and anti-oxidant properties.

The organic fruits & vegetables market is segmented on the basis of crop, form, end use, distribution channel, and region. Based on crop, it is categorized as organic fruits and organic vegetables. Organic vegetables are further segmented into leafy greens and vegetables. The types of organic fruits and vegetables are further categorized into their subtypes. On the basis of form, the market is segmented into fresh, powdered, frozen, and puree. Based on end use, the market is segmented as fresh consumption and food processing. The distribution channels for organic fruits and vegetables include supermarkets/hypermarkets, variety stores, and convenience stores. The market is also segmented by regions into North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW).

Both 'top-down' and 'bottom-up' approaches were used to arrive at the market sizes and obtain the market forecast. Extensive secondary research was conducted to understand the market insights and trends, which was further validated through primary

interviews.

FIGURE 1 ORGANIC FRUITS & VEGETABLES MARKET SIZE, BY REGION, 2014 VS. 2020 (USD MILLION)

p - Projected

Source: MarketsandMarkets Analysis

The organic fruits & vegetables market is projected to reach about \$62.97 billion by 2020, growing at a CAGR of about 9.4%, as a result of the rising awareness of the health benefits of organic fruits and vegetables among the consumers in developed regions such as Europe and North America.

The report provides both, qualitative and quantitative analyses of the market for organic fruits and vegetables. It includes the market dynamics, opportunities, trends, competitive strategies preferred by key market players, the driving factors that boost the growth of the lipase market, and restraints of the market.

To maintain a competitive edge in the organic fruits & vegetables market, the key players invest heavily on the development and launch of new products and on expansions. Leading players such as The WhiteWave Foods Company (U.S.), General Mills, Inc., (U.S.), H. J. Heinz Company (U.S.), and CSC Brands L.P. (U.S.) have been profiled in the report. The report also provides a complete analysis of the prominent companies and a chronology of developments with respect to new products launched and their applications.

AVAILABLE CUSTOMIZATIONS

With the given market data, MarketsandMarkets offers customizations according to client-specific needs.

The following customization options are available for the report:

Product Analysis

Product matrix, which gives a detailed comparison of the product portfolio of each company

Regional Analysis

Further breakdown of the Rest of Europe organic fruits & vegetables market into Sweden, Poland, Norway, and Greece

Further breakdown of the Rest of Asia-Pacific organic fruits & vegetables market into South Korea, North Korea, New Zealand, and Sri Lanka

Further breakdown of the RoW organic fruits & vegetables market into Paraguay, Uruguay, Chile, and Cuba

Company Information

Detailed analysis and profiling of additional market players (up to five)

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