

# Kiwi Fruit Market Size, Share, Trends, Analysis, and Forecast 2025-2034 | Global Industry Growth, Competitive Landscape, Opportunities, and Challenges

<https://marketpublishers.com/r/K646BC5B0A9BEN.html>

Date: May 2025

Pages: 150

Price: US\$ 3,850.00 (Single User License)

ID: K646BC5B0A9BEN

## Abstracts

Global Kiwi Fruit Market is valued at USD 2.5 billion in 2025. Further, the market is expected to grow at a CAGR of 7.6% to reach USD 4.9 billion by 2034.

The Kiwi Fruit Market revolves around the cultivation, distribution, and commercialization of kiwifruit—primarily the green and gold varieties known for their high vitamin C content, fiber, and antioxidants. Grown in countries such as New Zealand, Italy, China, Chile, and Greece, kiwi has seen increased global demand due to its nutritional benefits and growing popularity in smoothies, desserts, salads, and functional beverages. The market includes fresh produce, frozen pulp, juice concentrates, and dried kiwi products, serving retail, hospitality, and food processing sectors. As health-conscious consumers seek out natural immunity-boosting fruits, kiwi has transitioned from a niche tropical fruit to a mainstream dietary staple in many regions.

In 2024, the kiwi fruit market experienced steady growth, bolstered by rising consumption in Asia-Pacific and Europe. New Zealand remained a key exporter, particularly for the Zespri SunGold variety, which saw strong demand due to its sweeter taste and extended shelf life. Supply chains were enhanced with improved cold chain logistics and traceability systems. Organic kiwi varieties gained market share, while the adoption of sustainable farming practices grew in response to climate-related pressures and certification requirements. In India and Southeast Asia, kiwi imports rose significantly, supported by expanding urban retail channels and targeted wellness marketing campaigns.

Looking ahead to 2025 and beyond, the kiwi fruit market is expected to benefit from innovation in cultivation techniques, post-harvest preservation, and value-added processing. Investments in precision agriculture and drought-resistant kiwi cultivars will help expand production regions. Manufacturers will introduce more kiwi-infused health snacks, beverages, and supplements, tapping into the functional foods trend. E-commerce and DTC delivery models will help growers reach global consumers directly, while blockchain will aid in transparency and quality assurance. As consumers seek immunity-boosting, high-fiber fruits with exotic appeal, kiwi will continue to grow as a favored choice in both fresh and processed formats.

## Key Trends

OG Analysis highlights the increasing popularity of gold and yellow kiwi varieties, which offer higher sweetness levels and are gaining traction in premium fruit markets worldwide.

Organic and sustainably farmed kiwi is trending, with consumers seeking pesticide-free and eco-conscious produce, especially in European and North American markets.

According to OG Analysis, kiwi-infused health beverages and superfruit snacks are trending, leveraging the fruit's natural vitamin C and fiber content for functional food positioning.

Blockchain-based traceability and QR code labeling are trending, providing consumers with detailed information about kiwi origin, freshness, and farming practices.

Frozen and dried kiwi formats are trending as demand rises for convenient, shelf-stable superfruits in the wellness and snacking segments.

## Key Drivers

OG Analysis identifies rising global health consciousness and demand for immunity-boosting foods as primary drivers behind kiwi's increasing popularity in both fresh and processed forms.

Growing demand for exotic fruits in emerging markets is pushing imports and retail visibility of kiwi, supported by lifestyle upgrades and changing dietary habits, says OG Analysis.

OG Analysis notes that advancements in cold storage and logistics are enhancing kiwi shelf life and enabling year-round availability in global markets.

Government export support and certification initiatives in countries like New Zealand, Chile, and Italy are helping local growers expand their global footprint.

### Key Challenges

OG Analysis highlights vulnerability to weather disruptions, such as frost and drought, which significantly impact kiwi yields and export volumes in key growing regions.

According to OG Analysis, the short post-harvest life and bruising sensitivity of fresh kiwi pose logistics and storage challenges, especially in long-distance export markets.

### Market Segmentation

#### By Product Type

Fresh Kiwi

Processed Kiwi

#### By Nature

Organic

Conventional

#### By Distribution Channel

Supermarkets

Specialty Retailers

Convenience Stores

E-Commerce

Other Channels

By Application

Direct Consumption

Jams

Sauce

Ice cream

Salad

Other Applications

By Geography

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Spain, Italy, Rest of Europe)

Asia-Pacific (China, India, Japan, Australia, Vietnam, Rest of APAC)

The Middle East and Africa (Middle East, Africa)

South and Central America (Brazil, Argentina, Rest of SCA)

What You Receive

Global Kiwi Fruit market size and growth projections (CAGR), 2024- 2034

Impact of recent changes in geopolitical, economic, and trade policies on the demand and supply chain of Kiwi Fruit.

Kiwi Fruit market size, share, and outlook across 5 regions and 27 countries, 2025- 2034.

Kiwi Fruit market size, CAGR, and Market Share of key products, applications, and end-user verticals, 2025- 2034.

Short and long-term Kiwi Fruit market trends, drivers, restraints, and opportunities.

Porter's Five Forces analysis, Technological developments in the Kiwi Fruit market, Kiwi Fruit supply chain analysis.

Kiwi Fruit trade analysis, Kiwi Fruit market price analysis, Kiwi Fruit Value Chain Analysis.

Profiles of 5 leading companies in the industry- overview, key strategies, financials, and products.

Latest Kiwi Fruit market news and developments.

The Kiwi Fruit Market international scenario is well established in the report with separate chapters on North America Kiwi Fruit Market, Europe Kiwi Fruit Market, Asia-Pacific Kiwi Fruit Market, Middle East and Africa Kiwi Fruit Market, and South and Central America Kiwi Fruit Markets. These sections further fragment the regional Kiwi Fruit market by type, application, end-user, and country.

Who can benefit from this research

The research would help top management/strategy formulators/business/product development/sales managers and investors in this market in the following ways

1. The report provides 2024 Kiwi Fruit market sales data at the global, regional, and key country levels with a detailed outlook to 2034, allowing companies to calculate their market share and analyze prospects, uncover new markets, and plan market entry strategy.
2. The research includes the Kiwi Fruit market split into different types and applications. This segmentation helps managers plan their products and budgets based on the future growth rates of each segment
3. The Kiwi Fruit market study helps stakeholders understand the breadth and stance of the market giving them information on key drivers, restraints, challenges, and growth opportunities of the market and mitigating risks

4. This report would help top management understand competition better with a detailed SWOT analysis and key strategies of their competitors, and plan their position in the business

5. The study assists investors in analyzing Kiwi Fruit business prospects by region, key countries, and top companies' information to channel their investments.

#### Available Customizations

The standard syndicate report is designed to serve the common interests of Kiwi Fruit Market players across the value chain and include selective data and analysis from entire research findings as per the scope and price of the publication.

However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

Some of the customization requests are as mentioned below –

Segmentation of choice – Our clients can seek customization to modify/add a market division for types/applications/end-uses/processes of their choice.

Kiwi Fruit Pricing and Margins Across the Supply Chain, Kiwi Fruit Price Analysis / International Trade Data / Import-Export Analysis

Supply Chain Analysis, Supply–Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Kiwi Fruit market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

Capital Requirements, Income Projections, Profit Forecasts, and other parameters to prepare a detailed project report to present to Banks/Investment Agencies.

Customization of up to 10% of the content can be done without any additional charges.

Note: Latest developments will be updated in the report and delivered within 2 to 3 working days.

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