

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

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Abstracts

Global Strawberries Market is valued at USD 14.3 billion in 2025. Further, the market is expected to grow at a CAGR of 3.2% to reach USD 19.1 billion by 2034.

The strawberries market is a significant segment within the global fruit industry, driven by the growing demand for fresh, nutritious, and versatile fruit. Strawberries are widely consumed around the world, both fresh and in processed forms such as jams, juices, and desserts. Known for their rich flavor, vibrant color, and high vitamin C content, strawberries are a favorite in households, restaurants, and foodservice establishments. The market is characterized by seasonal fluctuations, with peak production occurring during the spring and summer months. However, advancements in agricultural practices, such as greenhouse farming and improved storage technologies, have helped extend the availability of strawberries year-round. In addition to their popularity in food, strawberries are increasingly being incorporated into beauty and wellness products due to their antioxidant properties. As the demand for healthy, natural, and clean-label ingredients grows, strawberries continue to be a key component in the food and beverage industry, contributing to their expanding market presence. The market is also seeing rising interest in organic strawberries, which cater to the growing consumer preference for sustainably grown produce.

In 2024, the strawberries market saw significant developments driven by increasing consumer demand for healthy food options, as well as innovations in agricultural technology. The rise of the health-conscious consumer, particularly in regions such as North America and Europe, fueled demand for fresh and organic strawberries. This

trend was particularly evident in the growth of retail sales of organic strawberries, as consumers sought pesticide-free, sustainably grown options. Moreover, advancements in strawberry cultivation techniques, such as vertical farming and hydroponics, allowed for increased yields and better quality fruit. The use of controlled environment agriculture also contributed to year-round strawberry availability, helping stabilize supply during off-seasons. Additionally, sustainability practices within the strawberry industry gained traction, with growers adopting eco-friendly packaging and reducing water usage in cultivation. The rise of e-commerce also played a role in expanding the market, allowing consumers to access fresh strawberries from local and international suppliers. However, challenges such as labor shortages, rising transportation costs, and the impact of climate change on crop yields continued to pose difficulties for the industry in 2024.

Looking forward to 2025 and beyond, the strawberries market is expected to continue expanding, with the increasing demand for fresh and organic produce driving growth. The trend toward healthy, plant-based diets will continue to benefit the strawberry market, as consumers seek nutritious and versatile fruits for their meals and snacks. Technological advancements in strawberry cultivation, including the use of artificial intelligence (AI) for monitoring crop health and automated harvesting systems, will further enhance productivity and reduce labor costs. Furthermore, the rise of direct-to-consumer sales platforms and e-commerce will continue to open up new channels for strawberry distribution, allowing consumers to access fresh strawberries more easily. Sustainability will remain a key focus, with growers and retailers working together to minimize food waste, reduce carbon footprints, and promote environmentally friendly farming practices. Additionally, innovations in packaging, such as biodegradable or reusable containers, will appeal to eco-conscious consumers. However, challenges such as fluctuating prices, labor shortages, and supply chain disruptions may continue to impact the market in the coming years, requiring ongoing adaptation by producers and distributors.

Key Trends in the Strawberries Market

Growing consumer preference for organic strawberries, driven by concerns over pesticide use and a desire for sustainably grown produce.

Increasing use of controlled environment agriculture techniques, such as vertical farming and hydroponics, to increase strawberry yields and extend growing seasons.

The rise of e-commerce and direct-to-consumer sales, making it easier for consumers

to access fresh strawberries from both local and global suppliers.

Adoption of sustainability practices in the strawberry industry, including eco-friendly packaging and water-efficient cultivation methods.

Innovation in strawberry-based products, such as healthy snacks, beverages, and beauty products, to cater to a broader consumer base interested in wellness and clean-label ingredients.

Key Drivers of the Strawberries Market

Increased consumer awareness of the health benefits of strawberries, particularly their high vitamin C content and antioxidant properties, driving demand for fresh and processed products.

The growing popularity of organic and sustainably produced fruits, leading to a rise in the demand for organic strawberries in both retail and foodservice sectors.

Advancements in agricultural technology, including controlled environment farming and vertical farming, improving the availability and quality of strawberries year-round.

Rising interest in plant-based diets, which boosts the consumption of fruits like strawberries in smoothies, snacks, and desserts.

Key Challenge in the Strawberries Market

Labor shortages and rising transportation costs continue to challenge the strawberry industry, impacting the efficiency of harvesting, distribution, and overall profitability for producers and retailers.

Market Segmentation

By Type

June Bearing Strawberry

Ever Bearing Strawberry

Day Neutral Strawberry

By Category

Organic

Conventional

By Sales Channel

Supermarkets Or Hyper Markets

Convenience Stores

Independent Retailers

Online Sales

By Application

Food And Beverage

Cosmetics And Personal Care

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 Strawberries 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 Strawberries.

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

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

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

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

Strawberries trade analysis, Strawberries market price analysis, Strawberries Value Chain Analysis.

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

Latest Strawberries market news and developments.

The Strawberries Market international scenario is well established in the report with separate chapters on North America Strawberries Market, Europe Strawberries Market, Asia-Pacific Strawberries Market, Middle East and Africa Strawberries Market, and South and Central America Strawberries Markets. These sections further fragment the regional Strawberries 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 Strawberries 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 Strawberries 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 Strawberries 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 Strawberries 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 Strawberries 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.

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

Supply Chain Analysis, Supply–Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Strawberries 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.

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. STRAWBERRIES MARKET LATEST TRENDS, DRIVERS AND CHALLENGES, 2024- 2034

- 2.1 Strawberries Market Overview
- 2.2 Strawberries Market Developments
 - 2.2.1 Strawberries Market -Supply Chain Disruptions
 - 2.2.2 Strawberries Market -Direct/Indirect Impact of Tariff Changes and Trade Restrictions
 - 2.2.3 Strawberries Market -Price Development
 - 2.2.4 Strawberries Market -Regulatory and Compliance Management
 - 2.2.5 Strawberries Market -Consumer Expectations and Trends
 - 2.2.6 Strawberries Market -Market Structure and Competition
 - 2.2.7 Strawberries Market -Technological Adaptation
 - 2.2.8 Strawberries Market -Changing Retail Dynamics
- 2.3 Strawberries Market Insights, 2025- 2034
 - 2.3.1 Prominent Strawberries Market product types, 2025- 2034
 - 2.3.2 Leading Strawberries Market End-User markets, 2025- 2034
 - 2.3.3 Fast-Growing countries for Strawberries Market sales, 2025- 2034
- 2.4 Strawberries Market Drivers and Restraints
 - 2.4.1 Strawberries Market Demand Drivers to 2034
 - 2.4.2 Strawberries Market Challenges to 2034
- 2.5 Strawberries Market- Five Forces Analysis
 - 2.5.1 Strawberries Market Industry Attractiveness Index, 2025
 - 2.5.2 Threat of New Entrants
 - 2.5.3 Bargaining Power of Suppliers
 - 2.5.4 Bargaining Power of Buyers
 - 2.5.5 Intensity of Competitive Rivalry
 - 2.5.6 Threat of Substitutes

3. GLOBAL STRAWBERRIES MARKET VALUE, MARKET SHARE, AND OUTLOOK TO 2034

- 3.1 Global Strawberries Market Overview, 2025
- 3.2 Global Strawberries Market Revenue and Forecast, 2025- 2034 (US\$ Million)
- 3.3 Global Strawberries Market Size and Share Outlook by Type, 2025- 2034
- 3.4 Global Strawberries Market Size and Share Outlook by End-User, 2025- 2034
- 3.5 Global Strawberries Market Size and Share Outlook by Region, 2025- 2034

4. ASIA PACIFIC STRAWBERRIES MARKET VALUE, MARKET SHARE AND FORECAST TO 2034

- 4.1 Asia Pacific Strawberries Market Overview, 2025
- 4.2 Asia Pacific Strawberries Market Revenue and Forecast, 2025- 2034 (US\$ Million)
- 4.3 Asia Pacific Strawberries Market Size and Share Outlook by Type, 2025- 2034
- 4.4 Asia Pacific Strawberries Market Size and Share Outlook by End-User, 2025- 2034
- 4.5 Asia Pacific Strawberries Market Size and Share Outlook by Country, 2025- 2034
- 4.6 Key Companies in Asia Pacific Strawberries Market

5. EUROPE STRAWBERRIES MARKET VALUE, MARKET SHARE, AND FORECAST TO 2034

- 5.1 Europe Strawberries Market Overview, 2025
- 5.2 Europe Strawberries Market Revenue and Forecast, 2025- 2034 (US\$ Million)
- 5.3 Europe Strawberries Market Size and Share Outlook by Type, 2025- 2034
- 5.4 Europe Strawberries Market Size and Share Outlook by End-User, 2025- 2034
- 5.5 Europe Strawberries Market Size and Share Outlook by Country, 2025- 2034
- 5.6 Key Companies in Europe Strawberries Market

6. NORTH AMERICA STRAWBERRIES MARKET VALUE, MARKET SHARE, AND FORECAST TO 2034

- 6.1 North America Strawberries Market Overview, 2025
- 6.2 North America Strawberries Market Revenue and Forecast, 2025- 2034 (US\$ Million)
- 6.3 North America Strawberries Market Size and Share Outlook by Type, 2025- 2034
- 6.4 North America Strawberries Market Size and Share Outlook by End-User, 2025- 2034
- 6.5 North America Strawberries Market Size and Share Outlook by Country, 2025- 2034
- 6.6 Key Companies in North America Strawberries Market

7. SOUTH AND CENTRAL AMERICA STRAWBERRIES MARKET VALUE, MARKET

SHARE, AND FORECAST TO 2034

- 7.1 South and Central America Strawberries Market Overview, 2025
- 7.2 South and Central America Strawberries Market Revenue and Forecast, 2025- 2034 (US\$ Million)
- 7.3 South and Central America Strawberries Market Size and Share Outlook by Type, 2025- 2034
- 7.4 South and Central America Strawberries Market Size and Share Outlook by End-User, 2025- 2034
- 7.5 South and Central America Strawberries Market Size and Share Outlook by Country, 2025- 2034
- 7.6 Key Companies in South and Central America Strawberries Market

8. MIDDLE EAST AFRICA STRAWBERRIES MARKET VALUE, MARKET SHARE AND FORECAST TO 2034

- 8.1 Middle East Africa Strawberries Market Overview, 2025
- 8.2 Middle East and Africa Strawberries Market Revenue and Forecast, 2025- 2034 (US\$ Million)
- 8.3 Middle East Africa Strawberries Market Size and Share Outlook by Type, 2025- 2034
- 8.4 Middle East Africa Strawberries Market Size and Share Outlook by End-User, 2025- 2034
- 8.5 Middle East Africa Strawberries Market Size and Share Outlook by Country, 2025- 2034
- 8.6 Key Companies in Middle East Africa Strawberries Market

9. STRAWBERRIES MARKET PLAYERS ANALYSIS

- 9.1 Strawberries Market Companies - Key Strategies and Financial Analysis
 - 9.1.1 Snapshot
 - 9.1.2 Business Description
 - 9.1.3 Products and Services
 - 9.1.4 Financial Analysis

10. STRAWBERRIES MARKET INDUSTRY RECENT DEVELOPMENTS

11 APPENDIX

- 11.1 Publisher Expertise
- 11.2 Research Methodology
- 11.3 Annual Subscription Plans
- 11.4 Contact Information

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