

# **Fresh Vegetables Market Forecasts to 2032 – Global Analysis By Product Type (Leafy Vegetables, Root Vegetables, Fruits and Tubers, Cruciferous Vegetables, Allium Vegetables and Other Product Types), Farming Method, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Fresh Vegetables Market is accounted for \$259.3 billion in 2025 and is expected to reach \$369.7 billion by 2032 growing at a CAGR of 5.2% during the forecast period. Fresh vegetables are raw, unprocessed produce that is harvested from plants and consumed shortly after picking. They are typically rich in essential nutrients such as vitamins, minerals, fiber, and antioxidants. These vegetables, including leafy greens, root crops, and cruciferous varieties, are known for their crisp texture and vibrant colors, indicating their freshness. Unlike canned or frozen alternatives, fresh vegetables are free from preservatives and additives, making them a healthier option. Regular consumption of fresh vegetables is crucial for maintaining overall health and well-being due to their nutrient-dense nature.

According to the World Health Organization, the prevalence of obesity has nearly tripled since 1975, with over 1.9 billion adults being overweight as of 2021.

Market Dynamics:

Driver:

Growing health consciousness

The growing health consciousness among consumers is significantly boosting the market. As more people prioritize nutritious diets, the demand for fresh, organic, and locally sourced vegetables is rising. Consumers are becoming increasingly aware of the health benefits associated with fresh produce, driving the popularity of vegetable-based diets. This trend is further supported by a shift towards sustainable farming practices, ensuring that the fresh vegetable market continues to grow and cater to health-focused lifestyles.

Restraint:

#### Supply chain vulnerability

Supply chain vulnerabilities in the market can have significant negative effects, leading to disruptions in availability and price instability. Factors such as weather conditions, transportation delays, and labor shortages can cause shortages, increasing costs for consumers and retailers. Additionally, supply chain disruptions can lead to waste, as perishable goods may not reach markets in time. This uncertainty undermines consumer trust and hampers the ability of businesses to maintain steady operations, ultimately affecting the market's overall stability and growth.

Opportunity:

#### Demand for organic and locally sourced produce

The demand for organic and locally sourced produce in the market is steadily increasing as consumers become more health-conscious and environmentally aware. Organic vegetables, free from synthetic pesticides and fertilizers, are seen as a healthier choice. Additionally, locally sourced produce is valued for its freshness, flavor, and reduced environmental impact due to shorter transportation distances. This shift towards organic and local sourcing is reshaping the market, with consumers seeking products that align with their health and sustainability values.

Threat:

#### Food safety concerns

Food safety concerns in the market can severely impact consumer confidence and demand. Issues such as contamination with pesticides, harmful bacteria, or pathogens can lead to health risks, product recalls, and even legal consequences for producers.

This not only damages the reputation of affected brands but also increases regulatory scrutiny and costs. As a result, consumers may shift towards safer alternatives, such as organic produce, leading to a decline in market stability and consumer trust in conventional vegetables.

### Covid-19 Impact

The COVID-19 pandemic had a profound impact on the market, disrupting supply chains and causing labor shortages. Restrictions on movement and trade led to delays in the transportation of produce, resulting in supply shortages and price increases. At the same time, consumer behavior shifted, with a growing preference for home-cooked meals and healthier eating. This led to higher demand for fresh vegetables, while challenges in distribution and production created instability in the market, affecting both producers and consumers.

The leafy vegetables segment is expected to be the largest during the forecast period

The leafy vegetables segment is expected to account for the largest market share during the forecast period, due to their high nutritional value and versatility in various dishes. With the growing demand for healthy, plant-based diets, leafy vegetables have become a staple in consumers' daily meals. Rich in vitamins, minerals, and fiber, these vegetables are increasingly favored for their health benefits. Their popularity continues to rise, driving production and distribution efforts to meet the demand for fresh, nutritious options.

The household consumption segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the household consumption segment is predicted to witness the highest growth rate. With increasing awareness of health benefits, households are incorporating more vegetables into their daily diets, fueling demand for fresh produce. Vegetables are seen as essential for balanced nutrition, making them a regular part of grocery shopping. Additionally, the trend of home gardening has contributed to increased self-sufficiency in vegetable consumption. This growing focus on health and convenience is shaping the market dynamics.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share. Countries like China, India, and Japan are key players, with increasing demand for fresh, organic, and locally sourced produce. Urbanization, along with a growing middle class, is further propelling consumption. Additionally, the region's rich agricultural diversity supports a wide variety of fresh vegetables, catering to both domestic and international markets. The trend toward healthier eating is shaping future growth in this sector.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by technological advancements in agriculture. Consumers are becoming more aware of the health benefits of eating fresh vegetables, leading to an increased demand for them. Additionally, plant-based eating is becoming more mainstream due to its perceived health benefits and positive environmental impact. This dietary shift is leading to a higher consumption of vegetables as a key source of nutrition.

#### Key players in the market

Some of the key players profiled in the Fresh Vegetables Market include Dole Food Company, Fresh Del Monte Produce, Taylor Farms, Bonduelle Group, Calavo Growers, Conagra Brands, Church Brothers Farms, Green Giant (B&G Foods), SunFed, Ardo Group, Keelings, Driscoll's, Inc., Costa Group Holdings Limited, Sakata Seed Corporation, Takii & Co., Ltd. and Vilmorin & Cie SA.

#### Key Developments:

In April 2025, Bonduelle Group has sold two production plants specializing in the manufacturing of ready-to-eat salads in Germany to Taylor Farms and Foodiverse. Foodiverse, with its European business operations, will manage all activities for the unified businesses and will strengthen Foodiverse's position in the German market, with the partnership of Taylor Farms, according to the companies.

In February 2025, Conagra Brands, Inc. announced that its upcoming presentation at the annual Consumer Analyst Group of New York (CAGNY) Conference will detail Conagra's advantaged market position, perspective on the evolving consumer environment, and unique focus on the science of growth.

#### Product Types Covered:

Leafy Vegetables

Root Vegetables

Fruits and Tubers

Cruciferous Vegetables

Allium Vegetables

Other Product Types

Farming Methods Covered:

Conventional

Organic

Distribution Channels Covered:

Retail

Online

Wholesale

Farmers' Markets

Direct Sales

Applications Covered:

Juices & Smoothies

Canning

Juices & Purees

Catering Services

Biotechnology

Other Applications

End Users Covered:

Household Consumption

Food Processing Industry

Foodservice Industry

Animal Feed

Pharmaceutical

Cosmetic

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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