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Fruit Picker Market Forecasts to 2032 – Global Analysis By Product Type (Manual Tools and Automated Tools), Fruit Type (Apples, Oranges, Berries, Grapes and Peaches), Material, Source, Distribution Channel, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Fruit Picker Market is accounted for $2.18 billion in 2025 and is expected to reach $4.98 billion by 2032 growing at a CAGR of 12.5% during the forecast period. A fruit picker is a specialized instrument or machine made to effectively harvest fruits without endangering the tree or the produce. In order to reach high branches and gather fruits like apples, oranges, mangoes, and pears, it usually consists of a long pole with a basket or claw-like mechanism at the end. To avoid bruising, some sophisticated fruit pickers have padded baskets or padded grips. While commercial farms frequently use mechanized or automated fruit pickers to increase productivity, home gardens and small orchards still frequently use manual fruit pickers.

According to the National Farmers' Union (NFU), a survey highlighted that USD 23.8 million worth of produce was wasted in the first half of 2022 due to insufficient workers. This represents about a third of the UK horticulture sector, with the total value of wasted food estimated at over USD 64.8 million.

Market Dynamics:

Driver:

Growing interest in fresh fruits

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Growing health and nutrition consciousness is driving up demand for fresh fruits worldwide. Customers' preference for natural and organic produce is fueling market growth in both developed and developing nations. In light of this growing demand, effective harvesting methods are essential to reducing post-harvest losses and guaranteeing that fruits arrive at markets in the best possible condition. Additionally, mechanized fruit pickers reduce handling time and physical bruising, which helps produce high-quality, undamaged fruits that are needed for supermarkets, food processors, and export markets.

Restraint:

Difficulty of gathering various fruits

Fruit harvesting, in contrast to traditional crops, necessitates cautious handling to preserve quality and avoid damage. It is difficult to create a universal automated solution because different fruits have different sizes, textures, ripening patterns, and growing environments. For example, compared to more delicate fruits like strawberries or cherries, apples and oranges require different gripping techniques. Furthermore, automation can be less effective in some situations due to the difficulty of distinguishing between ripe and unripe fruit, avoiding excessive force, and navigating intricate orchard layouts; in many cases, manual intervention is necessary.

Opportunity:

Developments in robotics and AI for accurate harvesting

Fruit-picking technology is being revolutionized by the combination of robotics, machine learning, and artificial intelligence (AI), which allows for increased harvesting efficiency, speed, and accuracy. With the use of deep learning algorithms, computer vision, and LiDAR sensors, AI-powered fruit pickers can now distinguish between ripe and unripe fruit, steer clear of spoiled produce, and maneuver through intricate orchard environments with little assistance from humans. Moreover, the demand for precision harvesting solutions is anticipated to increase as AI and robotics become more widely available and reasonably priced, offering manufacturers and technology provider’s profitable prospects.

Threat:

Risks of crop damage and sensitivity

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Automated systems cannot harvest all fruits efficiently and without risk of damage. To prevent bruising, cracking, or crushing, delicate fruits like berries, grapes, peaches, and cherries must be handled carefully. Even though robotic fruit pickers have greatly improved in terms of accuracy and grip strength, they are still unable to replicate the delicate touch of human hands. For instance, the fruit's quality and marketability may suffer due to damage caused by excessive pressure from robotic grippers. Additionally, some fruit-picking devices lack the precision necessary to determine when fruit is ripe, which can result in inconsistent or early harvesting. Fruit growers face a great deal of difficulty because they must adhere to stringent quality standards set by exporters and retailers.

Covid-19 Impact:

Due to its exacerbated labor shortages, disrupted supply chains, and accelerated adoption of automation in agriculture, the COVID-19 pandemic had a significant impact on the fruit picker market. Because seasonal farm workers were scarce due to travel restrictions and lockdowns, there was a greater need for mechanized fruit-picking methods. However, supply chain interruptions resulted in shortages of vital parts like sensors, microchips, and raw materials, which delayed the production and delivery of automated fruit pickers. Many small and medium-sized farms were also compelled to delay their automation investments due to financial constraints. Positively, the crisis brought to light the fragility of manual harvesting, which sparked a greater interest in fruit pickers that are powered by AI and robotics as a long-term remedy for labor dependency.

The Apples segment is expected to be the largest during the forecast period

The Apples segment is expected to account for the largest market share during the forecast period. Harvesting apples requires a lot of work and accuracy to prevent harm to the trees and fruit. The use of mechanical and robotic fruit pickers has been fueled by the strong demand for apples around the world, especially in North America, Europe, and Asia. To increase productivity and lessen reliance on manual labor, advanced technologies like vacuum-based pickers and robotic arms guided by vision are being utilized more and more. Furthermore, the need for automation has increased due to the seasonality of apple harvesting and growing labor costs, making apple-picking equipment a market leader.

The Composite Materials segment is expected to have the highest CAGR during the

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forecast period

Over the forecast period, the Composite Materials segment is predicted to witness the highest growth rate. Composite materials are becoming more and more popular because of their reduced weight, corrosion resistance, and durability. They combine the strength of metals with the lightweight qualities of plastics. These materials ensure precision in harvesting while lowering wear and tear on fruit-picking equipment, increasing its efficiency. Demand for composites is further increased by the growing use of automated and robotic fruit pickers, which provide greater strength and flexibility than conventional metal or plastic components. Moreover, the market's fastest-growing segment is composite-based fruit-picking solutions, which are being driven by innovation due to sustainability trends and the demand for environmentally friendly agricultural tools.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by the region's high adoption of agricultural automation, labor shortages, and extensive fruit farming industry. A significant contributor is the United States, where extensive berry, citrus, and apple farms necessitate effective harvesting techniques. The need for mechanized and robotic fruit pickers has increased in the area due to rising labor costs and more stringent labor laws. Furthermore, propelling market expansion are developments in AI-powered and vision-guided fruit-picking technologies, which are backed by government programs and agricultural subsidies.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by the rapid expansion of fruit cultivation, increasing mechanization, and growing labor shortages in major agricultural economies like China, India, and Japan. The need for sophisticated fruit-picking equipment is increasing as farmers are being forced toward automation by rising wages and a shrinking agricultural workforce. Market expansion is further accelerated by government programs supporting smart farming and technological developments in robotic harvesting systems. Moreover, the strong growth trajectory of the Asia-Pacific fruit picker market is also attributed to the region's growing fruit exports and the requirement for effective harvesting methods to preserve quality and lower post-harvest losses.

Key players in the market

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Some of the key players in Fruit Picker market include Agrobot Inc, Nanovel, Advanced Farm Technologies Inc, Dogtooth Technologies Limited, Peaceful Valley Farm Supply, Inc., Red Rooster Inc, Corona Tools Inc, HARVEST CROO Inc, Flexrake Inc, Ohuhu Inc, FFRobotics, Priva Kompano Inc, Octinion Inc and Teejet Technologies.

Key Developments:

In September 2024, Nanovel has unveiled an AI-powered autonomous fruit-harvesting robot capable of picking citrus fruit for the fresh market. According to Nanovel, the robot offers a solution to growers dealing with farm labor shortages and rapidly increasing costs.

In June 2024, TeeJet Technologies introduced the FM9380-F75, a brand-new electromagnetic flow meter. According to the company, the flow meter's design contains no moving parts, which means no service or maintenance requirements or risk of clogging. The unit has been optimized for agricultural application equipment and works with any conducting fluid.

In February 2023, Autonomous fruit-picking robot company Advanced Farm Technologies Inc. is adding more barns and manufacturing space to build its equipment. The company started with a third of a barn on agricultural property just south of Davis. It now has the entire original barn, another barn on the same property and another barn and ranch-style home that serves as headquarters and home to engineers.

Product Types Covered:

- Manual Tools
- Automated Tools

Fruit Types Covered:

- Apples
- Oranges
- Berries

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Grapes

Peaches

Materials Covered:

Plastic

Metal

Composite Materials

Sources Covered:

Manually Operated

Electronically Operated

Distribution Channels Covered:

Online Retail

Specialty Stores

Agricultural Equipment Stores

Hypermarkets/Supermarkets

Other Distribution Channels

End Users Covered:

Commercial Farming

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- Home Gardening
- Agriculture Rental Services

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia

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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

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- 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:

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Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

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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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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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