

Orange Market Forecasts to 2034 – Global Analysis By Type (Bitter Oranges, Sweet Oranges, Red Orange and Other Types), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores and Online Retail), End User and By Geography

<https://marketpublishers.com/r/OED299B21C9EEN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: OED299B21C9EEN

Abstracts

According to Statistics MRC, the Global Orange Market is accounted for \$1.6 billion in 2026 and is expected to reach \$2.0 billion by 2034 growing at a CAGR of 2.3% during the forecast period. An orange is a citrus fruit that belongs to the Rutaceae family. Oranges are known for their sweet and tangy flavour, and they are rich in essential nutrients, particularly vitamin C. Oranges play a crucial role in the food and beverage industry, contributing to a wide range of culinary applications and providing nutritional benefits to consumers.

According to the United Nations International Trade Statistics Database, the exports of oranges to the world have significantly increased in recent years, owing to the escalating consumption during the winter months, which varies for different countries.

Market Dynamics:

Driver:

Consumer preferences

With an increasing focus on health-conscious choices, consumers are becoming more discerning about their dietary habits. Oranges, rich in vitamins and antioxidants, are favoured for their nutritional benefits. Moreover, the rising awareness of the link between citrus fruits and overall well-being drives consumer preferences towards

oranges and orange-based products. As a result, these factors accelerate market demand.

Restraint:

Climate change

Climate change poses a significant restraint on the orange market, as rising global temperatures and altered weather patterns directly impact orange cultivation. Oranges are sensitive to climate conditions, requiring specific temperature ranges for optimal growth. Increasing temperatures can lead to heat stress, affecting fruit development and quality. Furthermore, altered precipitation patterns and the intensification of extreme weather events, such as hurricanes and droughts, pose threats to orange orchards.

Opportunity:

Technology and innovation

Technology and innovation play a transformative role in the orange market, driving advancements in cultivation, processing, and distribution. Precision agriculture technologies enable growers to optimize resource use, monitor soil conditions, and implement data-driven practices for improved yields. Moreover, the development of disease-resistant varieties through biotechnology helps mitigate the impact of pests and diseases on orange crops, ensuring a more reliable supply.

Threat:

Limited shelf life

The limited shelf life of oranges represents a significant restraint in the orange market. Oranges have a relatively short period of freshness, and maintaining their quality during storage and transportation is challenging. Additionally, the perishable nature of oranges makes them susceptible to deterioration, loss of flavor, and nutrient degradation. This constraint not only affects the ability to meet consumer demand consistently but also leads to increased waste in the supply chain.

Covid-19 Impact

Lockdowns, disruptions in supply chains, and shifts in consumer behavior have

significantly influenced both production and consumption patterns. However, the pandemic heightened health awareness, driving demand for vitamin C-rich foods like oranges. Lockdowns and economic uncertainties led to shifts in spending habits, impacting overall consumption. Overall, the COVID-19 pandemic has brought a mix of challenges and opportunities for the orange market.

The sweet oranges segment is expected to be the largest during the forecast period

The sweet oranges segment is estimated to hold the largest share, due to delectable taste and vibrant colour. The popularity of sweet oranges is driven by their succulent and juicy flesh, which is rich in natural sugars, making them a delightful and refreshing snack. Sweet oranges are not only consumed fresh but are also processed into various products, including orange juices, concentrates, and extracts. Furthermore, their versatile culinary applications extend to both sweet and savoury dishes, contributing a unique citrus flavour.

The cosmetic and pharmaceutical industries segment is expected to have the highest CAGR during the forecast period

The cosmetic and pharmaceutical industries segment is anticipated to have lucrative growth during the forecast period, due to the rich nutritional profile and beneficial compounds found in oranges. In the cosmetic industry, orange extracts and essential oils are prized for their natural fragrance and skin-enhancing properties. Additionally, the high content of vitamin C in oranges makes them a sought-after ingredient in skincare formulations, contributing to antioxidant properties that promote skin health.

Region with largest share:

Asia Pacific commanded the largest market share during the extrapolated period. China, with its vast agricultural landscape, has witnessed a notable rise in orange cultivation, contributing to both domestic consumption and export markets. The Asia-Pacific region's diverse climate provides suitable conditions for orange cultivation in certain areas. Furthermore, the demand for oranges in this region is influenced by factors such as population growth, rising awareness of health benefits, and evolving consumer preferences.

Region with highest CAGR:

North America is expected to witness profitable growth over the projection period, owing

to combination of climatic conditions, trade dynamics, and consumer preferences. In the United States, Florida is a major hub for orange cultivation, particularly known for its production of citrus, including oranges. Additionally, consumer preferences in North America reflect a demand for fresh and high-quality produce, positioning oranges as a staple in households and a popular ingredient in various food and beverage products.

Key players in the market

Some of the key players in the Orange Market include Always Fresh Farms LLC, Kern Ridge Growers LLC, Best Fresh Produce Inc, McCormick & Company, Dohler, Cook Flavoring, Citrusuco, Hyatt Fruit Co., Nielsen Citrus Products Co. Inc and Trinity Fruit Co.

Key Developments:

In April 2023, Dohler and Ixora's global partnership is committed to transforming natural taste modulation, broadening Dohler's capabilities in natural ingredients and integrated solutions, further complemented by an upcoming cutting-edge hub in North Brunswick to accelerate agile flavor innovation and meet the needs of US customers.

In October 2021, Dohler and Sacco System have formed an alliance in the plant-based dairy alternatives and food cultures categories. The partnership will start with formulating new dairy-free yogurts and progressing over time to drinks, cheeses and spreads.

Types Covered:

Bitter Oranges

Sweet Oranges

Red Orange

Other Types

Distribution Channels Covered:

Supermarkets/Hypermarkets

Convenience Stores

Online Retail

End Users Covered:

Food and Beverage Industry

Cosmetic and Pharmaceutical Industries

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

Orange Market Forecasts to 2034 – Global Analysis By Type (Bitter Oranges, Sweet Oranges, Red Orange and Other...

- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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