

# Purple Foods - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Purple Foods Market is expected to grow at a strong CAGR by 2026. The global purple food industry is mainly driven by consumer shift towards healthy foods, population expansion, improved cold chain logistics, adoption of automation systems & products and others. However, the industry may experience vulnerability due to climatic and environmental factors, resource scarcity and periodically due to governing regulatory.

Purple Foods are one of the richest sources of anthocyanins. Some popular purple fruits are purple grapes, figs, passion fruit, raisins, plums and dried plums. Berries such as blackberries, blueberries, elderberries, cranberries, chokeberries and bilberries are also counted as purple foods. This purple food is helpful in preventing diseases such as cancer, ageing, obesity and fighting inflammation. Anthocyanins can protect the heart muscle and blood vessels from oxidative damage, can reverse brain ageing by two-and-a-half years and play active role in promoting eye. Examples of this fast-growing trend are Purple Corn Cereal, Jackson's Honest Purple Heirloom Potato Chips, Que Pasa Purple Corn Tortilla Chips, Love Beets and Stokes Purple Sweet Potatoes.

Based on source type, the fruit segment is one of the most favoured segments of purple foods, as the purple fruits such as grapes are used in the manufacturing of wine etc., are evolving steadily due to increasing number of users in different end-use industries. By geography, Asia-Pacific is estimated to remain fastest growing regional market during the period under consideration. Blueberries are one of the famous purple foods grown in North America region. The blueberries are available from April through October, and the peak season for fresh blueberries in this region runs from mid-June to mid-August. Blueberry bushes can pop up all over the U.S., and while 38 states grow blueberries commercially, ten states account for more than 98% of U.S. commercial production: California, Florida, Georgia, Indiana, Michigan, Mississippi, New Jersey, North Carolina, Oregon and Washington.

Some of the key players profiled in the Purple Foods include Exberry, Hollyberry B.V., Jiangxi Cereal Food Co Ltd, Kanegrade, Kent Frozen Foods Ltd, Lemon Concentrate, Merry Berry, Nutraonly and Vinayak Ingredients India Pvt. Ltd.

#### Source Types Covered:

Fruits

Grains

Legumes

Vegetables

Other Source Types

#### Distribution Channels Covered:

Convenience Store

Hypermarket/Supermarket

Online Stores

Small Grocery Stores

Specialty Food Stores

Other Distribution Channels

#### 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

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

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

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#### 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 clients interest (Note: Depends of feasibility check)

#### Competitive Benchmarking

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

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