

# **Raisins Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Natural Seedless, Black Current, Golden Seedless, Muscat, Sultana, Monukka, Others), By Drying Method (Sundried and Mechanically Dried), By End User (Household/Retail, Food Processing Sector, Food Service Sector, Nutraceuticals, and Others), By Distribution Channel (Supermarkets/ Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Raisins Market is projected to expand from USD 3.02 Billion in 2025 to USD 4.67 Billion by 2031, achieving a compound annual growth rate of 7.54%. Raisins, which are dried grapes primarily of the *Vitis vinifera* variety, are produced using sun-drying or mechanical dehydration methods to create a nutrient-rich, shelf-stable food item. This market growth is fundamentally underpinned by the increasing global demand for functional, plant-based snacks, as consumers increasingly choose high-fiber, naturally sweet options over processed alternatives. Additionally, the market is strengthened by sustained industrial demand from the bakery and confectionery sectors, where raisins are utilized as essential clean-label ingredients. According to the International Nut and Dried Fruit Council, global dried fruit production reached 3.24 million metric tons during the 2024/2025 season, with dried grapes accounting for the largest share of consumption at 39 percent.

Despite these positive drivers, the market faces a significant obstacle due to its inherent

sensitivity to climatic volatility. Unpredictable weather events, such as unseasonal rain during the critical drying period or extended droughts, can severely reduce crop yields and degrade product quality. This reliance on favorable environmental conditions leads to supply chain unpredictability and price instability, presenting a substantial barrier to consistent market expansion, especially in price-sensitive developing regions.

## **Market Driver**

The growth of the bakery and confectionery sectors serves as a primary engine for market expansion, driving the need for consistent supplies of raisins as functional ingredients. Manufacturers are increasingly leveraging the natural humectant qualities of raisins to extend the shelf life of baked goods, while also using them as clean-label sugar substitutes in cookies, breads, and traditional pastries. This industrial reliance is reflected in global trade patterns, where regions with high bakery consumption aggressively source raw materials to sustain production. For instance, the USDA Foreign Agricultural Service's 'Raisin Annual' report from December 2024 notes that China's raisin exports to the European Union increased by 436 percent in the 2023/24 marketing year, a surge largely driven by the need to fill supply gaps in the European bakery processing industry.

Concurrently, shifting global consumption patterns toward healthy and functional snacks are moving preferences away from processed sugars in favor of naturally nutritious alternatives. Raisins are gaining popularity as a convenient, high-fiber snack that fits well with plant-based trends, allowing them to command higher prices in health-conscious markets. According to the 'Global Statistical Review' published by the International Nut and Dried Fruit Council in March 2025, the export value of Turkish seedless raisins to the United Kingdom rose by 60 percent to US\$77.6 million, demonstrating robust consumer demand for high-quality fruit. Meeting this demand requires substantial production from key regions; the USDA National Agricultural Statistics Service reported in its November 2025 'Walnut/Raisin/Prune Report State Summary' that 210,368 tons of raisins were purchased from California producers for the 2024 crop year.

## **Market Challenge**

The primary hurdle impeding the Global Raisins Market is its acute vulnerability to climatic volatility, which disrupts supply chain reliability and causes significant price instability. Because the production of high-quality raisins relies heavily on natural sun-

drying processes, sudden environmental changes?such as unseasonal rainfall during harvest or prolonged droughts?can rapidly deteriorate crop quality and severely reduce yields. This inherent dependence on favorable weather means that adverse conditions in major producing regions often result in immediate supply deficits, making it difficult for suppliers to guarantee consistent delivery volumes to key industrial partners.

This unpredictability fosters a volatile commercial environment that discourages long-term investment and expansion, particularly within price-sensitive developing markets. When supplies tighten and prices rise, manufacturers in the bakery and confectionery sectors are often prompted to switch to more stable synthetic sweeteners or alternative fruit ingredients. The severity of this instability is highlighted by recent inventory data; according to the International Nut and Dried Fruit Council, beginning stocks of seedless dried grapes fell by 49 percent in 2024 due to weather-induced production shortfalls in previous seasons. Such a sharp reduction in buffer stocks leaves the market with minimal resilience against future disruptions, directly stalling steady market growth.

## **Market Trends**

The adoption of Dried-on-Vine (DOV) mechanized harvesting methods is fundamentally transforming production economics by alleviating labor shortages and improving yield reliability. Producers are increasingly shifting from traditional hand-picking to trellis-based systems that allow grapes to dry naturally before mechanical collection, a transition that significantly lowers overhead costs and reduces physical contamination risks. This modernization enables sustained output growth and scalability despite climatic variations, ensuring supply meets industrial requirements without the volatility associated with manual labor. As reported by Redsun Raisins in 'Report 7' from December 2024, the 2025 South African raisin crop is projected to increase by 8 percent over the prior year, adding approximately 7,500 metric tons to the market, a resilience largely credited to the successful implementation of these efficient agricultural practices.

Simultaneously, the integration of raisins as natural sweeteners in clean-label formulations is gaining momentum as manufacturers seek alternatives to refined sugars. The cereal and bakery industries are utilizing raisin paste and concentrates to achieve 'no added sugar' claims while maintaining moisture and texture in end products. This trend is particularly strong in markets with strict sugar-reduction targets, compelling suppliers to tailor their export strategies toward these high-value destinations to capture premium margins. According to a March 2025 article in Fruitnet titled 'South African raisin sector grows despite weather hit,' export volumes to the United Kingdom reached

9,326 tons in 2024, significantly outperforming the four-year average as British processors increasingly prioritize functional, sugar-alternative ingredients.

### **Key Market Players**

UAB Arimex

Del Monte Foods, Inc.

Dole Packaged Foods, LLC

National Raisin Company

Sun-Maid Growers of California

Royal Nut Company

Bergin.com

Sun Valley Raisins

River Ranch Raisins

Varsha industries Pvt. Ltd.

### **Report Scope**

In this report, the Global Raisins Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Raisins Market, By Type

Natural Seedless

Black Current

Golden Seedless

Muscat

Sultana

Monukka

Others

#### Raisins Market, By Drying Method

Sundried

Mechanically Dried

#### Raisins Market, By End User

Household/Retail

Food Processing Sector

Food Service Sector

Nutraceuticals

Others

#### Raisins Market, By Distribution Channel

Supermarkets/ Hypermarkets

Convenience Stores

Online

Others

#### Raisins Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Raisins Market.

### **Available Customizations:**

Global Raisins Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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