

Dried Blueberries Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Freeze-Dried, Sun-Dried, Infused-Dried, Others), By Nature (Organic, Conventional), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

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Abstracts

The Global Dried Blueberries Market is projected to expand from USD 6.61 Billion in 2025 to USD 9.87 Billion by 2031, registering a CAGR of 6.91%. Dried blueberries are defined as dehydrated fruits with reduced moisture content, providing a concentrated nutrient profile and extended shelf life ideal for various commercial uses. The market is primarily propelled by the rising demand for convenient, healthy snacking options and the fruit's extensive application as a versatile ingredient in the confectionery, bakery, and breakfast cereal industries. This development is underpinned by a strengthening global supply chain that ensures raw material availability; according to the International Blueberry Organization, preliminary global industry volume reached 2,050 thousand metric tons in 2024, establishing a solid foundation for the dried and processed fruit categories.

Despite this growth, the market contends with significant challenges arising from climate-induced supply chain disruptions. Severe weather events have recently impacted key production hubs, causing yield volatility and subsequent price fluctuations. These environmental factors introduce uncertainty regarding raw material procurement costs, which can squeeze profit margins for manufacturers and impede the steady expansion of the dried blueberry sector, particularly in price-sensitive regions.

Market Driver

Increasing global consumer awareness regarding health benefits is fundamentally transforming the market as individuals prioritize nutrient-rich, shelf-stable ingredients. Dried blueberries, retaining high levels of antioxidants and anthocyanins, are being aggressively adopted into institutional nutrition programs and functional foods to meet this wellness-oriented demand. This trend extends beyond retail snacking to government-backed initiatives seeking fortified fruit options; for instance, the North American Blueberry Council's 'NABC Impact Report 2024' noted in March 2024 that the USDA acquired 2.7 million pounds of dried blueberries for food assistance programs, highlighting the growing institutional reliance on this healthy, preservable ingredient.

The industry is further driven by expanding applications within the bakery and confectionery sectors, which utilize the fruit's low moisture content to improve flavor and texture without compromising product stability. Manufacturers prefer dried formats for muffins, cookies, and nutrition bars as they maintain structural integrity and prevent color bleeding better than frozen or fresh alternatives. This industrial reliance is evidenced by the substantial volume of fruit allocated to processing; the International Blueberry Organization's 'Global Blueberry Industry Report' from October 2025 indicated that global processed blueberry volumes reached 477,000 metric tons in 2024. Additionally, the USDA reported in March 2025 that U.S. blueberry production specifically for processing surged by 44% compared to the previous year, illustrating the supply response to this demand.

Market Challenge

Climate-related supply chain disruptions represent a major barrier to the consistent growth of the Global Dried Blueberries Market. The sector relies heavily on a stable surplus of fresh fruit to manage procurement costs effectively and maintain efficient dehydration schedules. When adverse weather patterns lead to yield instability in major production hubs, the immediate result is a scarcity of raw materials available for processing. This volatility forces dried fruit manufacturers to purchase inputs at inflated spot market prices, directly increasing operational expenditures. Consequently, processors struggle to uphold stable pricing for long-term contracts with bakery and confectionery clients, leading to reduced profitability and strained trade relationships.

The severity of this issue is illustrated by recent production deficits that have cascaded through the global supply chain. The International Blueberry Organization's 2024 State of the Industry Report revealed a global market supply shortage of approximately 200,000 metric tons, attributed largely to El Niño weather phenomena affecting key

growing regions. This significant reduction in fresh inventory limits the volume of fruit allocated for drying, thereby restricting the industry's ability to meet escalating demand. Such unavailability hampers market expansion, particularly in price-sensitive regions where cost consistency is essential for establishing a loyal consumer base.

Market Trends

The incorporation of dried blueberries into premium grain-free and plant-based pet foods is rapidly evolving as a primary growth avenue, driven by the 'humanization' of companions and the demand for functional ingredients. Manufacturers are increasingly moving beyond standard formulations to include antioxidant-rich superfoods that offer specific health benefits, such as immune support and cognitive health for aging pets. This shift is actively supported by industry-wide investment in product development targeting the intersection of clean-label standards and pet nutrition. Evidence of this strategic focus is found in the launch of dedicated innovation funds; according to Fruitnet, June 2025, in the article 'USHBC creates blueberry innovation programme', the U.S. Highbush Blueberry Council's new accelerator initiative is specifically funding startups developing novel applications in categories like pet products, signaling a long-term commitment to this segment.

Simultaneously, the emergence of dried blueberry flakes and powders for niche applications is expanding the market's industrial footprint, particularly through the utilization of wild blueberry varieties. Unlike cultivated berries often sold fresh, wild blueberries possess more intense pigmentation and a higher skin-to-pulp ratio, making them the preferred raw material for manufacturing nutrient-dense extracts and powders used in specialized beverages and nutraceuticals. This dedicated processing stream is critical for maintaining supply consistency for high-value ingredient buyers. According to the USDA's 'Fruit and Tree Nuts Outlook' in July 2025, U.S. wild blueberry production totaled 90.8 million pounds in 2024, with nearly the entire volume destined for the processing sector, underscoring the specialized role these varieties play in supporting the dehydrated ingredient market.

Key Market Players

Ocean Spray Cranberries Inc.

Sunsweet Growers Inc.

Meduri Farms Inc.

Traina Home Grown Inc.

Graceland Fruit Inc.

Eden Foods Inc.

Naturipe Farms LLC

Fruit d'Or Inc.

Shoreline Fruit LLC

North Bay Produce Inc.

Report Scope

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

Dried Blueberries Market, By Product Type

Freeze-Dried

Sun-Dried

Infused-Dried

Others

Dried Blueberries Market, By Nature

Organic

Conventional

Dried Blueberries Market, By Distribution Channel

Offline

Online

Dried Blueberries 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 Dried Blueberries Market.

Available Customizations:

Global Dried Blueberries 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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