

Durian Fruit Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Type (Fresh, Frozen, Freeze-Dried, and Others), By Sales Channel (Supermarkets/Hypermarkets, Fruit Stores, Convenience Stores, Online, and Others), By Region, By Competition Forecast & Opportunities, 2018-2028F

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# **Abstracts**

The Global Durian Fruit Market achieved a valuation of USD8.97 billion in 2022 and is projected to experience robust growth during the forecast period, with a Compound Annual Growth Rate (CAGR) of 9.01% through 2028. The global durian fruit market has undergone significant growth and transformation as this tropical fruit gains popularity and recognition beyond its traditional Southeast Asian origins. Renowned for its distinct aroma and divisive flavor profile, durian has emerged as a highly sought-after commodity in various parts of the world. This expansion is driven by factors such as globalization, evolving culinary preferences, and increased awareness of its nutritional benefits. The shift of durian from a regional delicacy to a global phenomenon is reflected in its nickname, the 'king of fruits.' Its unique attributes have sparked a surge in demand, capturing the interest of consumers and food enthusiasts alike. While durian has cultural and culinary significance in countries like Thailand, Malaysia, Indonesia, and Singapore, its nutritional content, including vitamins, minerals, and dietary fiber, has contributed to its reputation as a nutritious fruit choice. This nutritional profile appeals to health-conscious consumers seeking natural sources of essential nutrients. The rise in international travel and cross-cultural exchanges has exposed consumers to diverse culinary experiences, leading to durian gaining traction among adventurous eaters and curious travelers.



### **Key Market Drivers:**

# Increasing Demand in the Asia-Pacific Region:

The Asia-Pacific region, particularly countries such as Thailand, Malaysia, Indonesia, and China, has historically been the focal point for both durian production and consumption. In recent years, the demand for durian has surged within this region, driven by various factors. Growing disposable incomes, shifting dietary preferences, and cultural significance have all contributed to heightened demand. As the middle-class population expands, more consumers are able to afford higher-priced fruits like durian. Durian's association with luxury and indulgence has further fueled its popularity among urban consumers seeking distinctive and exotic gastronomic experiences. Additionally, durian has found its way into various food products, from candies to snacks to durian-flavored coffee, expanding its reach even further.

# Expanding Exports and Globalization:

While durian consumption was historically concentrated in Asia, the fruit is now gaining traction in international markets due to globalization and increased international trade. The export of durian has seen significant growth recently, facilitated by advancements in transportation and logistics that preserve the fruit's quality during long-distance shipping. Countries like Thailand and Malaysia are actively promoting durian exports, working to overcome challenges related to its strong odor. Efforts are being made to develop packaging and handling methods that mitigate the smell and prolong shelf life, making durian more appealing to a wider global audience. Durian-related festivals and events are also being organized in export-oriented regions to attract tourists and showcase the fruit's versatility in culinary applications.

#### Health Benefits and Nutritional Value:

Growing consumer awareness of health and wellness is also contributing to the demand for durian. Rich in vitamins, minerals, and dietary fiber, durian offers essential nutrients such as vitamin C, vitamin B complex, potassium, and dietary fiber, making it a valuable addition to diets. Moreover, durian has a history of use in traditional medicine for potential health benefits such as improved digestion, boosted immunity, and enhanced cardiovascular health. Durian's reputation as a natural and nutritious superfood is prompting health-conscious consumers to include it in their diets, particularly in regions where people are seeking natural alternatives to processed foods and supplements.



### Key Market Challenges:

### **Cultural and Sensory Perceptions:**

A significant challenge facing the durian fruit market is the polarizing nature of durian's aroma and flavor. While it is revered in countries like Thailand, Malaysia, and Indonesia, its strong smell and unique taste can be off-putting to some consumers, especially in Western countries. The cultural perception of durian as a delicacy contrasts with the aversion it evokes in other regions. This divide poses difficulties in expanding durian's market presence. To address this challenge, stakeholders in the durian industry must focus on education and marketing strategies that highlight the fruit's nutritional value, culinary versatility, and cultural significance. Emphasizing the various ways durian can be enjoyed and its uniqueness could help bridge this gap and broaden its market appeal.

# Logistics and Freshness Concerns:

Durian's distinctive aroma presents logistical challenges during transportation and distribution. Its strong scent can permeate packaging and other foods, making it challenging to ship alongside other produce. This necessitates specialized handling and packaging methods, which add complexity and cost to the supply chain. Ensuring that durian reaches consumers in a fresh and appealing state is a critical concern, especially for exports to distant markets. Innovations in packaging that contain the aroma and maintain quality, coupled with optimized distribution networks, can help mitigate freshness concerns.

# Regulatory and Quarantine Barriers:

Global durian trade is hindered by regulatory and quarantine barriers in many countries. Classified as a high-risk agricultural product due to its potential to harbor pests and diseases, durian faces strict import regulations and quarantine measures in many nations. This regulatory complexity adds layers of documentation, inspections, and certifications for exporters to navigate. Addressing these challenges requires collaboration between exporting and importing countries. Clear guidelines, standardized testing methods, and risk assessment protocols can facilitate trade while ensuring biosecurity.

### Key Market Trends:



# Globalization of Durian Demand and Supply:

Durian's appeal has expanded globally, moving beyond its traditional popularity in Southeast Asia. Notably, countries like China have seen a significant rise in demand for durian, creating a substantial international market for the fruit. This trend has led to increased durian production and trade, with countries in Southeast Asia capitalizing on the growing demand by cultivating more durian to meet both domestic and international needs.

# Premiumization and Variety Development:

Consumer preferences are driving the trend toward premiumization and the creation of new durian varieties. While durian was historically consumed primarily as fresh fruit, innovative processing techniques have expanded its applications. Durian-based products like candies, pastries, ice cream, and frozen pulp have gained popularity, appealing to a wider audience. Efforts are also underway to enhance durian's attributes, including taste, aroma, and texture, leading to the development of new durian varieties that offer specific characteristics.

# Cultural Significance and Tourism:

Durian holds cultural and social importance in many Southeast Asian countries, playing a central role in local traditions and festivals. This cultural significance has given rise to 'durian tourism,' with enthusiasts seeking out durian farms and festivals to experience the fruit firsthand. In some regions, premium durians have even garnered a cult following among connoisseurs. This convergence of cultural importance, tourism, and premiumization has elevated durian's status from a regional delicacy to a globally recognized and appreciated product.

### Segmental Insights:

# Type Insights:

The frozen segment is a significant player in the global durian fruit market, contributing to growth, accessibility, and diversification. Freezing durian offers advantages that address transportation challenges, shelf life concerns, and consumer preferences. Freezing durian at its peak ripeness preserves its freshness, flavor, and nutritional content. This is essential for durian, which has a short shelf life and is highly perishable due to its strong aroma. The frozen option allows consumers to enjoy durian's unique



aroma and flavor even when the fruit is not in season. This accessibility expands the reach of durian to markets distant from its native regions, enabling consumers worldwide to experience its taste regardless of geographical location or season.

### Sales Channel Insights:

Online platforms and e-commerce play a significant role in the global durian fruit market, reshaping how durian is purchased, sold, and experienced. Online channels overcome geographical constraints, enabling durian producers to reach consumers in regions where the fruit might be less accessible. This accessibility contributes to market expansion and introduces durian to a global audience, allowing curious consumers to explore its unique flavor and aroma. Convenience is a priority for modern consumers, and online platforms provide the convenience of ordering durian and related products from the comfort of one's home. This is especially valuable in areas where durian is not readily available. Durian's seasonal nature is bypassed through online platforms, as consumers can access durian products year-round by sourcing from different parts of the world. Informative content on these platforms also helps educate consumers about durian's characteristics, benefits, and culinary applications, bridging the gap between cultural perceptions and consumer understanding.

Regional Insights:

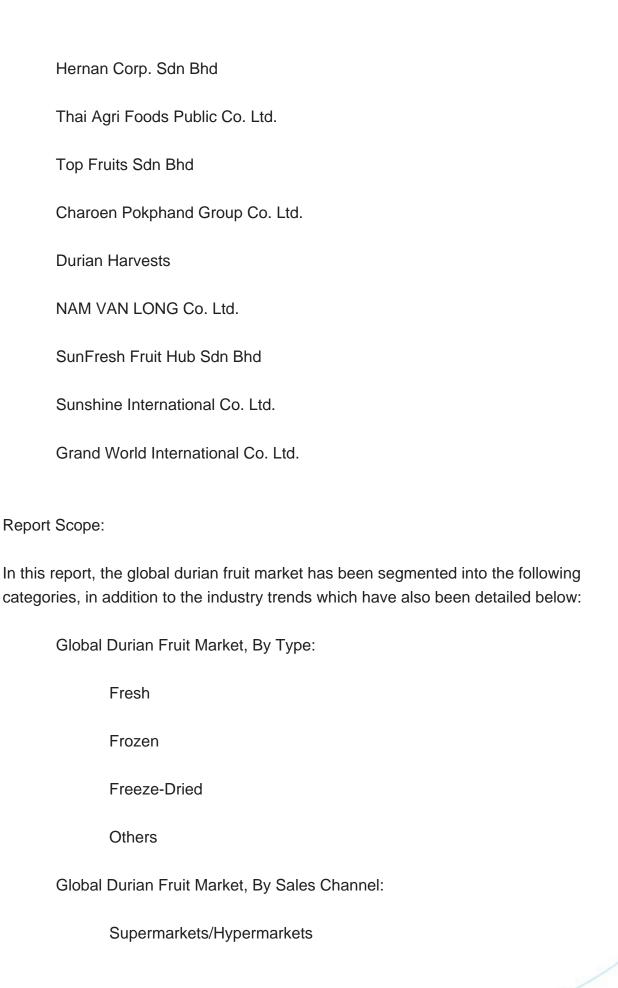
#### Asia Pacific Region:

The Asia-Pacific region plays a pivotal role in the global durian fruit market, driven by its deep cultural connections, abundant cultivation, and growing influence on international trade. Durian's significance in Asian cultures, especially in countries like Thailand, Malaysia, Indonesia, and Singapore, sustains a consistent and substantial demand within the region. The Asia-Pacific region serves as the primary hub for durian cultivation, producing the majority of the world's supply. Countries in the region, such as Thailand, Malaysia, Indonesia, and the Philippines, are prominent durian producers, capitalizing on the region's favorable climate and soil conditions. This abundance ensures a stable supply of durian to both domestic and international markets. Southeast Asian countries have become major exporters of durian, satisfying global demand and making the fruit accessible to consumers worldwide.

**Key Market Players** 

#### DURIAN BEAR Sdn Bhd







	Fruit Stores				
	Convenience Stores				
	Online				
	Others				
Global Durian Fruit Market, By Region:					
North America					
	United States				
	Canada				
	Mexico				
	Asia-Pacific				
	China				
	India				
	Japan				
	South Korea				
	Australia				
Europe					
	Germany				
	France				
	United Kingdom				
	Italy				



options are available for the report:

**Company Information** 

Spain

South	America
	Brazil
	Argentina
	Colombia
Middle	East & Africa
	Saudi Arabia
	UAE
	South Africa
	Turkey
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Competitive Landscap	D <b>e</b>
Company Profiles: De durian fruit market.	etailed analysis of the major companies present in the global
Available Customizati	ons:
	arket report with the given market data, Tech Sci Research offers

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



# **Contents**

- 1. Introduction
- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

#### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

#### 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

#### 4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenged Faced Post Purchase

# 5. GLOBAL DURIAN FRUIT MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type Market Share Analysis (Fresh, Frozen, Freeze-Dried, and Others)
  - 5.2.2. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Fruit



- Stores, Convenience Stores, Online, and Others)
  - 5.2.3. By Regional Market Share Analysis
    - 5.2.3.1. North America Market Share Analysis
    - 5.2.3.2. South America Market Share Analysis
    - 5.2.3.3. Middle East & Africa Market Share Analysis
    - 5.2.3.4. Europe Market Share Analysis
    - 5.2.3.5. Asia-Pacific Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Durian Fruit Market Mapping & Opportunity Assessment
  - 5.3.1. By Type Mapping & Opportunity Assessment
  - 5.3.2. By Sales Channel Mapping & Opportunity Assessment
  - 5.3.3. By Regional Market Mapping & Opportunity Assessment

#### 6. NORTH AMERICA DURIAN FRUIT MARKET OUTLOOK

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type Market Share Analysis
  - 6.2.2. By Sales Channel Market Share Analysis
  - 6.2.3. By Country Market Share Analysis
    - 6.2.3.1. United States Durian Fruit Market Outlook
      - 6.2.3.1.1. Market Size & Forecast
        - 6.2.3.1.1.1. By Value
      - 6.2.3.1.2. Market Share & Forecast
        - 6.2.3.1.2.1. By Type Market Share Analysis
        - 6.2.3.1.2.2. By Sales Channel Market Share Analysis
    - 6.2.3.2. Canada Durian Fruit Market Outlook
      - 6.2.3.2.1. Market Size & Forecast
        - 6.2.3.2.1.1. By Value
      - 6.2.3.2.2. Market Share & Forecast
        - 6.2.3.2.2.1. By Type Market Share Analysis
        - 6.2.3.2.2. By Sales Channel Market Share Analysis
    - 6.2.3.3. Mexico Durian Fruit Market Outlook
    - 6.2.3.3.1. Market Size & Forecast
      - 6.2.3.3.1.1. By Value
    - 6.2.3.3.2. Market Share & Forecast
    - 6.2.3.3.2.1. By Type Market Share Analysis
    - 6.2.3.3.2.2. By Sales Channel Market Share Analysis



#### 7. EUROPE DURIAN FRUIT MARKET OUTLOOK

7	1	N/	larket	Size	ጹ ፣	Forecast
		1 V	iainci	OIZE !	CX I	ULCUASI

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

7.2.3. By Country Market Share Analysis

7.2.3.1. France Durian Fruit Market Outlook

7.2.3.1.1. Market Size & Forecast

7.2.3.1.1.1. By Value

7.2.3.1.2. Market Share & Forecast

7.2.3.1.2.1. By Type Market Share Analysis

7.2.3.1.2.2. By Sales Channel Market Share Analysis

7.2.3.2. Germany Durian Fruit Market Outlook

7.2.3.2.1. Market Size & Forecast

7.2.3.2.1.1. By Value

7.2.3.2.2. Market Share & Forecast

7.2.3.2.2.1. By Type Market Share Analysis

7.2.3.2.2.2. By Sales Channel Market Share Analysis

7.2.3.3. Spain Durian Fruit Market Outlook

7.2.3.3.1. Market Size & Forecast

7.2.3.3.1.1. By Value

7.2.3.3.2. Market Share & Forecast

7.2.3.3.2.1. By Type Market Share Analysis

7.2.3.3.2.2. By Sales Channel Market Share Analysis

7.2.3.4. Italy Durian Fruit Market Outlook

7.2.3.4.1. Market Size & Forecast

7.2.3.4.1.1. By Value

7.2.3.4.2. Market Share & Forecast

7.2.3.4.2.1. By Type Market Share Analysis

7.2.3.4.2.2. By Sales Channel Market Share Analysis

7.2.3.5. United Kingdom Durian Fruit Market Outlook

7.2.3.5.1. Market Size & Forecast

7.2.3.5.1.1. By Value

7.2.3.5.2. Market Share & Forecast

7.2.3.5.2.1. By Type Market Share Analysis

7.2.3.5.2.2. By Sales Channel Market Share Analysis



#### 8. ASIA-PACIFIC DURIAN FRUIT MARKET OUTLOOK

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type Market Share Analysis
  - 8.2.2. By Sales Channel Market Share Analysis
  - 8.2.3. By Country Market Share Analysis
    - 8.2.3.1. China Durian Fruit Market Outlook
      - 8.2.3.1.1. Market Size & Forecast
        - 8.2.3.1.1.1. By Value
      - 8.2.3.1.2. Market Share & Forecast
        - 8.2.3.1.2.1. By Type Market Share Analysis
        - 8.2.3.1.2.2. By Sales Channel Market Share Analysis
        - 8.2.3.1.2.3. By Livestock Market Share Analysis
    - 8.2.3.2. Japan Durian Fruit Market Outlook
      - 8.2.3.2.1. Market Size & Forecast
        - 8.2.3.2.1.1. By Value
      - 8.2.3.2.2. Market Share & Forecast
        - 8.2.3.2.2.1. By Type Market Share Analysis
        - 8.2.3.2.2. By Sales Channel Market Share Analysis
    - 8.2.3.3. India Durian Fruit Market Outlook
      - 8.2.3.3.1. Market Size & Forecast
        - 8.2.3.3.1.1. By Value
      - 8.2.3.3.2. Market Share & Forecast
        - 8.2.3.3.2.1. By Type Market Share Analysis
        - 8.2.3.3.2.2. By Sales Channel Market Share Analysis
    - 8.2.3.4. Australia Durian Fruit Market Outlook
      - 8.2.3.4.1. Market Size & Forecast
      - 8.2.3.4.1.1. By Value
      - 8.2.3.4.2. Market Share & Forecast
        - 8.2.3.4.2.1. By Type Market Share Analysis
        - 8.2.3.4.2.2. By Sales Channel Market Share Analysis
    - 8.2.3.5. South Korea Durian Fruit Market Outlook
      - 8.2.3.5.1. Market Size & Forecast
        - 8.2.3.5.1.1. By Value
      - 8.2.3.5.2. Market Share & Forecast
        - 8.2.3.5.2.1. By Type Market Share Analysis



### 8.2.3.5.2.2. By Sales Channel Market Share Analysis

# 9. MIDDLE EAST & AFRICA DURIAN FRUIT MARKET OUTLOOK

9	1.	Ma	rket	Size	ጼ	For	ecasi	ŀ

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Type Market Share Analysis

9.2.2. By Sales Channel Market Share Analysis

9.2.3. By Country Market Share Analysis

9.2.3.1. South Africa Durian Fruit Market Outlook

9.2.3.1.1. Market Size & Forecast

9.2.3.1.1.1. By Value

9.2.3.1.2. Market Share & Forecast

9.2.3.1.2.1. By Type Market Share Analysis

9.2.3.1.2.2. By Sales Channel Market Share Analysis

9.2.3.2. Saudi Arabia Durian Fruit Market Outlook

9.2.3.2.1. Market Size & Forecast

9.2.3.2.1.1. By Value

9.2.3.2.2. Market Share & Forecast

9.2.3.2.2.1. By Type Market Share Analysis

9.2.3.2.2.2. By Sales Channel Market Share Analysis

9.2.3.3. UAE Durian Fruit Market Outlook

9.2.3.3.1. Market Size & Forecast

9.2.3.3.1.1. By Value

9.2.3.3.2. Market Share & Forecast

9.2.3.3.2.1. By Type Market Share Analysis

9.2.3.3.2.2. By Sales Channel Market Share Analysis

9.2.3.4. Turkey Durian Fruit Market Outlook

9.2.3.4.1. Market Size & Forecast

9.2.3.4.1.1. By Value

9.2.3.4.2. Market Share & Forecast

9.2.3.4.2.1. By Type Market Share Analysis

9.2.3.4.2.2. By Sales Channel Market Share Analysis

# 10. SOUTH AMERICA DURIAN FRUIT MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value



- 10.2. Market Share & Forecast
- 10.2.1. By Type Market Share Analysis
- 10.2.2. By Sales Channel Market Share Analysis
- 10.2.3. By Country Market Share Analysis
  - 10.2.3.1. Argentina Durian Fruit Market Outlook
    - 10.2.3.1.1. Market Size & Forecast
      - 10.2.3.1.1.1. By Value
    - 10.2.3.1.2. Market Share & Forecast
      - 10.2.3.1.2.1. By Type Market Share Analysis
      - 10.2.3.1.2.2. By Sales Channel Market Share Analysis
  - 10.2.3.2. Colombia Durian Fruit Market Outlook
    - 10.2.3.2.1. Market Size & Forecast
    - 10.2.3.2.1.1. By Value
    - 10.2.3.2.2. Market Share & Forecast
      - 10.2.3.2.2.1. By Type Market Share Analysis
      - 10.2.3.2.2.2. By Sales Channel Market Share Analysis
  - 10.2.3.3. Brazil Durian Fruit Market Outlook
    - 10.2.3.3.1. Market Size & Forecast
      - 10.2.3.3.1.1. By Value
    - 10.2.3.3.2. Market Share & Forecast
    - 10.2.3.3.2.1. By Type Market Share Analysis
    - 10.2.3.3.2.2. By Sales Channel Market Share Analysis

#### 11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

#### 12. IMPACT OF COVID-19 ON GLOBAL DURIAN FRUIT MARKET

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regions Impacted
  - 12.1.3. Key Countries Impacted

#### 13. MARKET TRENDS & DEVELOPMENTS

#### 14. PORTER'S FIVE FORCES MODEL



- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

#### 15. SWOT ANALYSIS

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

# 16. COMPETITIVE LANDSCAPE

- 16.1. Company Profiles
  - 16.1.1. DURIAN BEAR Sdn Bhd
    - 16.1.1.1. Company Details
    - 16.1.1.2. Products
    - 16.1.1.3. Financials (As Per Availability)
    - 16.1.1.4. Key Market Focus & Geographical Presence
    - 16.1.1.5. Recent Developments
    - 16.1.1.6. Key Management Personnel
  - 16.1.2. Hernan Corp. Sdn Bhd
    - 16.1.2.1. Company Details
    - 16.1.2.2. Products
    - 16.1.2.3. Financials (As Per Availability)
    - 16.1.2.4. Key Market Focus & Geographical Presence
    - 16.1.2.5. Recent Developments
    - 16.1.2.6. Key Management Personnel
  - 16.1.3. Thai Agri Foods Public Co. Ltd.
    - 16.1.3.1. Company Details
    - 16.1.3.2. Products
    - 16.1.3.3. Financials (As Per Availability)
    - 16.1.3.4. Key Market Focus & Geographical Presence
    - 16.1.3.5. Recent Developments
  - 16.1.3.6. Key Management Personnel
  - 16.1.4. Top Fruits Sdn Bhd



- 16.1.4.1. Company Details
- 16.1.4.2. Products
- 16.1.4.3. Financials (As Per Availability)
- 16.1.4.4. Key Market Focus & Geographical Presence
- 16.1.4.5. Recent Developments
- 16.1.4.6. Key Management Personnel
- 16.1.5. Charoen Pokphand Group Co. Ltd.
  - 16.1.5.1. Company Details
  - 16.1.5.2. Products
  - 16.1.5.3. Financials (As Per Availability)
  - 16.1.5.4. Key Market Focus & Geographical Presence
  - 16.1.5.5. Recent Developments
- 16.1.5.6. Key Management Personnel
- 16.1.6. Durian Harvests
- 16.1.6.1. Company Details
- 16.1.6.2. Products
- 16.1.6.3. Financials (As Per Availability)
- 16.1.6.4. Key Market Focus & Geographical Presence
- 16.1.6.5. Recent Developments
- 16.1.6.6. Key Management Personnel
- 16.1.7. NAM VAN LONG Co. Ltd.
  - 16.1.7.1. Company Details
  - 16.1.7.2. Products
  - 16.1.7.3. Financials (As Per Availability)
- 16.1.7.4. Key Market Focus & Geographical Presence
- 16.1.7.5. Recent Developments
- 16.1.7.6. Key Management Personnel
- 16.1.8. SunFresh Fruit Hub Sdn Bhd
  - 16.1.8.1. Company Details
  - 16.1.8.2. Products
  - 16.1.8.3. Financials (As Per Availability)
  - 16.1.8.4. Key Market Focus & Geographical Presence
  - 16.1.8.5. Recent Developments
  - 16.1.8.6. Key Management Personnel
- 16.1.9. Sunshine International Co. Ltd.
  - 16.1.9.1. Company Details
  - 16.1.9.2. Products
  - 16.1.9.3. Financials (As Per Availability)
  - 16.1.9.4. Key Market Focus & Geographical Presence



- 16.1.9.5. Recent Developments
- 16.1.9.6. Key Management Personnel
- 16.1.10. Grand World International Co. Ltd.
  - 16.1.10.1. Company Details
  - 16.1.10.2. Products
  - 16.1.10.3. Financials (As Per Availability)
  - 16.1.10.4. Key Market Focus & Geographical Presence
  - 16.1.10.5. Recent Developments
  - 16.1.10.6. Key Management Personnel

### 17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Type
- 17.3. Target Sales Channel

### 18. ABOUT US & DISCLAIMER



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Product name: Durian Fruit Market - Global Industry Size, Share, Trends, Opportunity, and Forecast

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