

# **Blueberries Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Form (Fresh, Frozen, and Dried), Category (Conventional and Organic), End Use (Food Service, Food Retail, and Food Processing), and Geography**

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## **Abstracts**

The blueberries market size is expected to grow from US\$ 15.81 billion in 2023 to reach US\$ 27.85 billion by 2031; it is estimated to register a CAGR of 7.3% during 2023–2031. The global blueberries market is witnessing significant growth owing to the rising awareness of the nutritional benefits of blueberries among consumers, increasing demand from the food service and food processing sectors, and surging imports of fresh blueberries in developing countries. Blueberries are low-calorie fruits with high vitamin C and vitamin K content. They are packed with antioxidants, particularly anthocyanins, that help curb the free radical oxidative stress, offering anti-cancer effects. Blueberries have a low glycemic index, which does not cause a spike in blood sugar levels. Further, people are also consuming blueberries with low-calorie food items to aid their weight loss process. Thus, the rich nutrition profile of blueberries and rising health consciousness are the key factors driving the market growth.

Blueberries are widely used in the food processing industry to enhance the visual appeal of products with vibrant colors as well as natural sweeteners. This is owing to their versatility, nutritional profile, and marketability. Blueberries offer high antioxidant content, vitamins, and minerals and are widely preferred by health-conscious consumers. Blueberries promote heart health, improve brain function, and offer anti-inflammatory properties. Food manufacturers are focused on developing formulations of processed food with blueberries. The frozen, dried, and fresh form of blueberries makes

it feasible to incorporate this fruit into a wide range of products. In the past few years, blueberries have been widely utilized for the production of jams, snack bars, sauces, beverages, yogurt, and ice cream. In July 2024, Sun-Maid Growers of California manufactured and introduced the blueberry and vanilla yogurt-covered raisins. In February 2024, Magnum, a Unilever brand, expanded its plant-based portfolio with blueberry cookie ice cream sticks across the UK, Germany, Austria, and Switzerland.

Blueberries are also used in flavored water, juices, energy bars, and other functional food products. In January 2024, Soreen launched the blueberry and banana variant in its Lift Bar portfolio. In June 2024, ALOHA introduced a limited-edition plant-based protein bar incorporated with blueberries. In May 2024, Innocent Drinks launched the Blueberry Focus Super Smoothie in its functional smoothie range. The smoothie incorporates a blend of blueberries, strawberries, apples, rhubarb, and spirulina, along with vitamins. In June 2023, Pangea Natural Foods Inc. launched 100% locally sourced blueberry juice with an 8-month shelf life. Thus, the growing demand for blueberries in food processing drives the blueberries market.

The blueberries market report comprises SanLucar Fruit SLU, Surexport Compania Agraria SL, North Bay Produce Inc, Agrovision Corp, Agroberries SpA, Costa Group Holdings Ltd, Qualiprim, Zalar Agri Sarl, Naturipe Farms LLC, RIKa, Raimy Societe Agricole SARL, iBerry Morocco, DAIFRUITs SL, Reiter Affiliated Companies LLC, and FRESHROYAL SL, and others as key players that contribute to the blueberries market share globally. Players operating in the blueberries market focus on providing innovative and healthy products at affordable prices to fulfill customer demand.

The overall blueberries market size has been derived using both primary and secondary sources in the blueberries market report. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the blueberries market.

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