

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

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Abstracts

The Europe Blueberries Market is projected to grow significantly, reaching an estimated value of US\$ 9,515.8 million by 2031, up from US\$ 5,445.1 million in 2023, reflecting a compound annual growth rate (CAGR) of 7.2% from 2023 to 2031. This growth is driven by increasing demand for blueberries in both fresh and processed forms, as well as a notable rise in trade, which saw the European blueberry market expand by approximately US\$ 1 billion over the past five years, culminating in a trade value of around US\$ 2.1 billion in 2021. Notably, imports from developing countries accounted for 39% of this trade.

In terms of consumption, the UK leads with a per capita blueberry consumption of 1 kg, surpassing the European average of 0.6 kg. Poland and the Netherlands are key players in the market, benefiting from advancements in logistics and production capabilities. Poland, in particular, has emerged as a significant producer, with over 55,000 metric tons of blueberries harvested in 2021. Germany also presents substantial opportunities for market growth.

Recent developments in the industry include Fall Creek's announcement in June 2024 regarding the acquisition of 50 hectares in Romania to establish a blueberry nursery. This initiative aims to create a central hub for blueberry stock production tailored to European climates, enhancing the supply chain and promoting sustainable agricultural practices. Additionally, Sant'Orsola Soc. Coop. Agricola in Italy reported improvements in both the quantity and quality of blueberries produced in 2023, indicating a positive

trend in production that is expected to create lucrative opportunities in the market.

The Europe Blueberries Market can be segmented by form, category, and end use. In 2023, fresh blueberries held the largest market share, while conventional blueberries dominated the category segment. In terms of end use, food retail was the leading segment, reflecting consumer preferences for fresh produce.

Consumer trends are shifting towards clean-label and organic products, driven by a growing awareness of health and sustainability. As consumers increasingly seek transparent, nutritious, and minimally processed foods, organic blueberries are gaining traction as a preferred choice. These products are often perceived as healthier and more environmentally friendly, aligning with the rising demand for clean-label foods. The food and beverage industry is incorporating organic blueberries into a variety of products, including snacks, beverages, breakfast cereals, baked goods, and dairy items.

According to the Center for the Promotion of Imports, Germany, Denmark, Austria, and Luxembourg were identified as the largest markets for organic food retail sales in Europe in 2022. The increasing popularity of plant-based and vegan diets has further fueled the demand for organic blueberries, as these products are often used in plant-based snacks, smoothie bowls, vegan desserts, and fortified beverages, enhancing their appeal as clean-label ingredients.

Geographically, the Europe Blueberries Market is segmented into several countries, including Germany, the United Kingdom, France, Italy, Spain, and the Rest of Europe. The Rest of Europe segment held the largest market share in 2023, with countries like Poland, Denmark, Sweden, Belgium, the Netherlands, and Austria experiencing a surge in blueberry demand. Poland, in particular, is emerging as a key player in both production and export, benefiting from favorable growing conditions and increased investment in modern agricultural practices. The strong international demand from Germany, the UK, and Scandinavian countries is further driving blueberry cultivation in Poland. For instance, Belgium's import market for frozen blueberries grew by 6% annually, reaching 6,850 metric tons in 2022, highlighting the robust supply chain and export dynamics in the region.

Key players in the Europe Blueberries Market include SanLucar Fruit SLU, Surexport Compa?ia Agraria SL, North Bay Produce Inc, Agrovision Corp, Agroberries SpA, Costa Group Holdings Ltd, Qualiprim, Zalar Agri Sarl, Naturipe Farms LLC, RIKA, Raimy Soci?t? Agricole SARL, iBerry Morocco, DAIFRUITSL, Reiter Affiliated Companies LLC, and FRESHROYAL SL. These companies are actively pursuing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

In summary, the Europe Blueberries Market is poised for significant growth, driven by

increasing consumer demand for fresh and organic blueberries, advancements in production and logistics, and a strong supply chain across the region.

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