

North America Black Truffles Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Category (Organic and Conventional), Applications (Culinary; Oil; Sauces, Spreads, and Butter; and Others), and End Use (Processing, Food Retail, and Foodservice)

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Abstracts

The North America black truffles market is expected to grow from US\$ 72.55 million in 2022 to US\$ 130.46 million by 2028. It is estimated to grow at a CAGR of 10.3% from 2022 to 2028.

Product Innovation Initiatives by End Users is Driving North America Black Truffles Market

Black truffle manufacturers are significantly investing in research & developments, partnerships, and collaborations to launch innovative products to attract a large consumer base. Food and beverage vendors are launching new truffle-based products, such as sauces and oils, that lead to consumption of black truffles in the global market. In 2018, deRosario, the US-based manufacturer, launched a range of truffle condiments made with truffles including black truffle oil, extra virgin olive oil, and others. The condiment option features a mix of fine and coarse sea salt with a purposeful number of black truffles. Such product launches help companies establish long-term relationships with end-use consumers. Some food service companies are adding black truffles to their products. Grand Velas Taco is the world's most expensive taco sold at the Grand Velas Los Cabos, Cabo San Lucas, Mexico. It is a premium meal containing the finest langoustine, chopped Kobe beef, the world's best Beluga caviar, and black truffle cheese and finished with gold leaf and edible flower petals. Thus, the use of black truffle

in such premium meals boost the sale of black truffles. Hence, such product innovations by end users further drives the North America black truffles market growth.

North America Black Truffles Market Overview

Black truffles are now being cultivated in North American countries such as California, Oregon, Washington, Idaho, and North Carolina. In North America, European (Périgord) black truffle is now cultivated and mainly produced, owing to the rising advancement in crop production and wide applications of black truffles in culinary, oil, sauces, and spreads. The region has the presence of many government and private associations and organizations that promote awareness, growth, and development of the black truffle industry in North America. These authorities taking initiatives through promoting research, setting standards, sharing information between growers, and educating the public. According to the North American Truffle Growers Association (NATGA), there are likely over 200 truffle installations planted in the US, ranging in size from a few trees to over 12,000 in one orchard. This makes ultra-fresh black truffles available to food service professionals and chefs. Therefore, strategic initiatives by private and public associations are driving the demand for black truffles across the region. Moreover, black truffle's flavor and intense aroma are mainly driving the demand for fresh black truffles from the food service & food processing industry. Despite the high price tag of black truffles, different cuisines containing black truffles as an ingredient in North America have been continually on a high demand. Also, black truffles are widely used by premium restaurants and cafes, as it is used to grace the plates. The rise in disposable income, increase in the popularity of weekend culture, introduction of low-cost airline services, and growth of the service sector are driving the premium & luxury hotel industry in the region. Restaurants and processing enterprises are major end users of black truffles and play a pivotal role in augmenting overall sales of black truffles across the region.

North America Black Truffles Market Revenue and Forecast to 2028 (US\$ Million)

North America Black Truffles Market Segmentation

The North America black truffles market is segmented into category, applications, end use, and country.

Based on category, the North America black truffles market is bifurcated into organic and conventional. In 2022, the conventional segment registered a largest share in the North America black truffles market.

Based on application, the North America black truffles market is segmented into

culinary; oil; sauces, spreads, and butter; and others. In 2022, the culinary segment registered a largest share in the North America black truffles market.

Based on end use, the North America black truffles market is segmented into processing, food retail, and foodservice. In 2022, the foodservice segment registered a largest share in the North America black truffles market.

Based on country, the North America black truffles market is segmented into the US, Canada, and Mexico. In 2022, the US segment registered a largest share in the North America black truffles market.

Arotz SA; Great Southern Truffles Pty Ltd; LAUMONT TRUFFLES SLU; and SABATINO NA LLC are the leading companies operating in the North America black truffles market.

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