

North America 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 North America Blueberries Market is projected to grow significantly, reaching an estimated US\$ 10,227.8 million by 2031, up from US\$ 6,034.2 million in 2023. This growth represents a compound annual growth rate (CAGR) of 6.8% from 2023 to 2031.

Executive Summary and Market Analysis

According to the US Highbush Blueberry Council, highbush blueberries dominate the North American market, accounting for 99.3% of fresh blueberry production, while lowbush blueberries make up only 0.7%. In the frozen blueberry segment, highbush blueberries represent 64.6%, with lowbush blueberries at 35.4%. In 2023, blueberries were cultivated across 38 states in the US, primarily in four regions: the Pacific Northwest, South, Midwest, and Northeast. Key states such as California, Florida, Georgia, Indiana, Michigan, Mississippi, New Jersey, North Carolina, Oregon, and Washington contribute over 98% of the commercial blueberry production in the US. The increasing production and supply of blueberries to international markets are expected to propel market growth.

Market Segmentation Analysis

The North America Blueberries Market can be segmented based on form, category, and end use:

By Form: The market is divided into Fresh, Frozen, and Dried blueberries. In 2023, Fresh blueberries held the largest market share.

By Category: The market is categorized into Conventional and Organic blueberries, with Conventional blueberries leading in market share in 2023.

By End Use: The market is segmented into Food Service, Food Retail, and Food Processing, where Food Retail accounted for the largest share in 2023.

Market Outlook

Blueberries are increasingly popular in the food processing industry due to their vibrant colors and natural sweetness, making them a versatile ingredient. They are rich in antioxidants, vitamins, and minerals, appealing to health-conscious consumers. Blueberries are known to promote heart health, enhance brain function, and possess anti-inflammatory properties. Consequently, food manufacturers are focusing on incorporating blueberries into various processed food formulations. Recent trends show blueberries being used in products such as jams, snack bars, sauces, beverages, yogurt, and ice cream. For instance, in July 2024, Sun-Maid Growers of California launched blueberry and vanilla yogurt-covered raisins, while ALOHA introduced a limited-edition plant-based protein bar featuring blueberries in June 2024. Additionally, Pangea Natural Foods Inc. launched a locally sourced blueberry juice with an extended shelf life in June 2023. The rising demand for blueberries in food processing is a significant driver of market growth.

Country Insights

The North America Blueberries Market is primarily segmented into three countries: the United States, Canada, and Mexico. The United States holds the largest market share as of 2023. The US continues to lead globally in blueberry production, with over 38 states involved in cultivation. Major producing states include California, Florida, Georgia, Indiana, Michigan, Mississippi, New Jersey, North Carolina, Oregon, and Washington. According to the North American Blueberry Council's 2023 report, the US produced approximately 711.2 million pounds (322.595 thousand metric tons) of blueberries, maintaining production levels similar to those of 2022. Oregon produced 61,235 metric tons, with fresh blueberries making up 45% of that total. Washington yielded 74,842 metric tons, with fresh blueberries accounting for 31%, while Michigan produced 36,287 metric tons, with fresh blueberries constituting 56.3% of its output.

Company Profiles

Key players in the North America Blueberries Market include SanLucar Fruit SLU, Surexport Compañía Agraria SL, North Bay Produce Inc, Agrovision Corp, Agroberries SpA, Costa Group Holdings Ltd, Qualiprim, Zalar Agri Sarl, Naturipe Farms LLC, RIKA, Raimy Société Agricole SARL, iBerry Morocco, DAIFRUITSL, Reiter Affiliated

Companies LLC, and FRESHROYAL SL. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

In summary, the North America Blueberries Market is poised for substantial growth driven by increasing production, rising health consciousness among consumers, and the versatility of blueberries in various food applications.

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