

# **South & Central 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 South & Central America Blueberries Market is projected to grow significantly, reaching an estimated US\$ 434.3 million by 2031, up from US\$ 237.1 million in 2023, reflecting a compound annual growth rate (CAGR) of 7.9% during the forecast period. This growth is primarily driven by the increasing global demand for blueberries and heightened investments in agricultural practices across the region.

Countries such as Peru, Argentina, and Chile are at the forefront of blueberry production and exportation in South and Central America. Peru, in particular, has established itself as a leading exporter of fresh blueberries, bolstered by technological advancements and government incentives aimed at enhancing agricultural exports. In 2023, Peru expanded its blueberry cultivation area to approximately 48,185 acres. The U.S. Department of Agriculture estimates that Peruvian blueberry production for the marketing year 2023/2024 will reach around 195,000 metric tons, with exports projected at 165,000 metric tons. Furthermore, the Proarandanos report anticipates that Peru will export about 260,136 metric tons of conventional blueberries and 33,715 metric tons of organic blueberries in the 2024/2025 season. This surge in production and export capacity is expected to significantly contribute to the overall market growth in the region.

### **Market Segmentation Analysis**

The South & Central America Blueberries Market can be segmented based on form, category, and end use. In terms of form, the market is divided into fresh, frozen, and dried blueberries, with fresh blueberries holding the largest market share in 2023. By

category, the market is split into conventional and organic blueberries, where conventional blueberries also dominate. Regarding end use, food retail emerged as the leading segment in 2023, followed by food service and food processing.

### Market Outlook

The rising consumer preference for healthy and functional foods is driving demand for processed blueberry products. Blueberries are increasingly utilized in various food and beverage applications, including frozen, dried, purees, juices, and powders. Frozen blueberries, in particular, are favored in the food processing industry due to their long shelf life and retained nutritional value, making them ideal for use in ice creams, yogurts, and baked goods. Dried blueberries are also gaining traction as a convenient ingredient for cereals, snack bars, and baking mixes.

Blueberries are becoming integral to plant-based and vegan food products, as well as dairy alternatives and functional beverages. For example, blueberry purees and extracts are popular in plant-based yogurts and smoothies. Additionally, innovations in packaging are expected to further stimulate the blueberries market, as companies focus on extending shelf life and enhancing convenience. Popular packaging formats include clamshells and punnets in various sizes, as well as resealable options for dried blueberries and single-serve containers for snacks and beverages.

### Key Packaging Trends

Several key packaging trends are shaping the blueberries market:

1. **Modified Atmosphere Packaging Technology:** This technology is widely used for fresh-cut and frozen blueberries, extending shelf life by controlling oxygen and carbon dioxide levels, thus maintaining freshness and nutritional quality during transport.
2. **Active Packaging Technology:** This approach enhances the shelf life and quality of blueberries, often incorporating moisture-absorbing pads in clamshell containers to prevent mold growth.
3. **Resealable and Portion Control Packaging:** With the demand for convenience, manufacturers are creating portable packaging options, such as resealable pouches and single-serve containers, catering to busy consumers.
4. **Eco-Friendly Packaging:** In response to environmental concerns, companies are increasingly using biodegradable materials, including plant-based plastics and recycled materials, aligning with consumer preferences and regulatory requirements.
5. **Smart Packaging:** This includes the use of QR codes, RFID tags, and barcodes to provide detailed product information, enhancing traceability and freshness tracking throughout the supply chain.

### Country Insights

The South & Central America Blueberries Market is further segmented by country, including Brazil, Argentina, and the Rest of South & Central America, with the latter holding the largest market share in 2023. Notably, Chile and Peru are significant

producers and exporters of fresh blueberries. Peru's rapid growth in blueberry production is supported by increased agricultural investments, with production rising from approximately 8.33 metric tons per hectare in 2014 to 13.36 metric tons per hectare in 2022. However, challenges such as climate variability and infrastructure development persist in the region.

#### Competitive Landscape

Key players in the South & Central America Blueberries Market include SanLucar Fruit SLU, Surexport Compa?ia Agraria SL, North Bay Produce Inc, Agrovision Corp, Agroberries SpA, and others. 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.

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macroeconomic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country-level data:
- 3.3 Assumptions and Limitations

### **4. BLUEBERRIES MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
- 4.3 Ecosystem Analysis
- 4.4 List of Vendors in the Value Chain

### **5. SOUTH & CENTRAL AMERICA BLUEBERRIES MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Growing Demand for Blueberries in Food Processing
  - 5.1.2 Rising Demand for Clean Label Products and Organic Blueberries
- 5.2 Market Restraints
  - 5.2.1 Price Fluctuations
- 5.3 Market Opportunities

5.3.1 Government Initiatives and Funding for Blueberry Production

5.4 Future Trends

5.4.1 Global Food Retail Blueberries Market Trends

5.4.2 Global Food Service Blueberries Market Trends

5.4.3 Global Food Processing Blueberries Market Trends

5.5 Impact of Drivers and Restraints:

## **6. BLUEBERRIES MARKET- SOUTH & CENTRAL AMERICA ANALYSIS**

6.1 South & Central America Blueberries Market Volume (Kilo Tons), 2021-2031

6.2 South & Central America Blueberries Market Volume Forecast and Analysis (Kilo Tons)

6.3 South & Central America Blueberries Market Revenue (US\$ Million), 2021-2031

6.4 South & Central America Blueberries Market Forecast and Analysis

## **7. SOUTH & CENTRAL AMERICA BLUEBERRIES MARKET REVENUE ANALYSIS - BY FORM**

7.1 Fresh

7.1.1 Overview

7.1.2 Fresh: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.2 Frozen

7.2.1 Overview

7.2.2 Frozen: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.3 Dried

7.3.1 Overview

7.3.2 Dried: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## **8. SOUTH & CENTRAL AMERICA BLUEBERRIES MARKET REVENUE ANALYSIS - BY CATEGORY**

8.1 Conventional

8.1.1 Overview

8.1.2 Conventional: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8.2 Organic

### 8.2.1 Overview

8.2.2 Organic: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## **9. SOUTH & CENTRAL AMERICA BLUEBERRIES MARKET VOLUME AND REVENUE ANALYSIS - BY END USE**

### 9.1 Food Service

#### 9.1.1 Overview

9.1.2 Food Service: South & Central America Blueberries Market - Volume, Revenue and Forecast, 2021-2031 (US\$ Million)

### 9.2 Food Retail

#### 9.2.1 Overview

9.2.2 Food Retail: South & Central America Blueberries Market - Volume, Revenue and Forecast, 2021-2031 (US\$ Million)

### 9.3 Food Processing

#### 9.3.1 Overview

9.3.2 Food Processing: South & Central America Blueberries Market - Volume, Revenue and Forecast, 2021-2031 (US\$ Million)

## **10. SOUTH & CENTRAL AMERICA BLUEBERRIES MARKET - COUNTRY ANALYSIS**

### 10.1 South & Central America

10.1.1 South & Central America Blueberries Market Revenue and Forecast and Analysis - by Country

10.1.1.1 South & Central America Blueberries Market Volume and Forecast and Analysis - by Country

10.1.1.2 South & Central America Blueberries Market Revenue and Forecast and Analysis - by Country

10.1.1.3 Brazil: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.3.1 Brazil: South & Central America Blueberries Market Share - by Form

10.1.1.3.2 Brazil: South & Central America Blueberries Market Share - by Category

10.1.1.3.3 Brazil: South & Central America Blueberries Market Share - by End Use

10.1.1.4 Argentina: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.4.1 Argentina: South & Central America Blueberries Market Share - by Form

10.1.1.4.2 Argentina: South & Central America Blueberries Market Share - by

## Category

10.1.1.4.3 Argentina: South & Central America Blueberries Market Share - by End Use

10.1.1.5 Rest of South & Central America: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.5.1 Rest of South & Central America: South & Central America Blueberries Market Share - by Form

10.1.1.5.2 Rest of South & Central America: South & Central America Blueberries Market Share - by Category

10.1.1.5.3 Rest of South & Central America: South & Central America Blueberries Market Share - by End Use

## **11. COMPETITIVE LANDSCAPE**

11.1 Heat Map Analysis by Key Players

11.2 Company Positioning and Concentration

## **12. COMPANY PROFILES**

12.1 SanLucar Fruit SLU

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Surexport Compania Agraria SL

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 North Bay Produce Inc

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

- 12.3.6 Key Developments
- 12.4 Agrovision Corp
  - 12.4.1 Key Facts
  - 12.4.2 Business Description
  - 12.4.3 Products and Services
  - 12.4.4 Financial Overview
  - 12.4.5 SWOT Analysis
  - 12.4.6 Key Developments
- 12.5 Agroberries SpA
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 Costa Group Holdings Ltd
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis
  - 12.6.6 Key Developments
- 12.7 Qualiprim
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments
- 12.8 Zalar Agri Sarl
  - 12.8.1 Key Facts
  - 12.8.2 Business Description
  - 12.8.3 Products and Services
  - 12.8.4 Financial Overview
  - 12.8.5 SWOT Analysis
  - 12.8.6 Key Developments
- 12.9 Naturipe Farms LLC
  - 12.9.1 Key Facts
  - 12.9.2 Business Description

- 12.9.3 Products and Services
- 12.9.4 Financial Overview
- 12.9.5 SWOT Analysis
- 12.9.6 Key Developments
- 12.10 RIKA
  - 12.10.1 Key Facts
  - 12.10.2 Business Description
  - 12.10.3 Products and Services
  - 12.10.4 Financial Overview
  - 12.10.5 SWOT Analysis
  - 12.10.6 Key Developments
- 12.11 Raimy Societe Agricole SARL
  - 12.11.1 Key Facts
  - 12.11.2 Business Description
  - 12.11.3 Products and Services
  - 12.11.4 Financial Overview
  - 12.11.5 SWOT Analysis
  - 12.11.6 Key Developments
- 12.12 iBerry Morocco
  - 12.12.1 Key Facts
  - 12.12.2 Business Description
  - 12.12.3 Products and Services
  - 12.12.4 Financial Overview
  - 12.12.5 SWOT Analysis
  - 12.12.6 Key Developments
- 12.13 DAIFRUITSL SL
  - 12.13.1 Key Facts
  - 12.13.2 Business Description
  - 12.13.3 Products and Services
  - 12.13.4 Financial Overview
  - 12.13.5 SWOT Analysis
  - 12.13.6 Key Developments
- 12.14 Reiter Affiliated Companies LLC
  - 12.14.1 Key Facts
  - 12.14.2 Business Description
  - 12.14.3 Products and Services
  - 12.14.4 Financial Overview
  - 12.14.5 SWOT Analysis
  - 12.14.6 Key Developments

## 12.15 FRESHROYAL SL

12.15.1 Key Facts

12.15.2 Business Description

12.15.3 Products and Services

12.15.4 Financial Overview

12.15.5 SWOT Analysis

12.15.6 Key Developments

## 13. APPENDIX

13.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. South & Central America Blueberries Market Segmentation

Table 2. List of Vendors

Table 3. South & Central America Blueberries Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Table 4. South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Table 5. South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 6. South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 7. South & Central America Blueberries Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by End Use

Table 8. South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by End Use

Table 9. South & Central America Blueberries Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Country

Table 10. South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Country

Table 11. Brazil: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 12. Brazil: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 13. Brazil: South & Central America Blueberries Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by End Use

Table 14. Brazil: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by End Use

Table 15. Argentina: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 16. Argentina: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 17. Argentina: South & Central America Blueberries Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by End Use

Table 18. Argentina: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by End Use

Table 19. Rest of South & Central America: South & Central America Blueberries

Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 20. Rest of South & Central America: South & Central America Blueberries

Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 21. Rest of South & Central America: South & Central America Blueberries

Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by End Use

Table 22. Rest of South & Central America: South & Central America Blueberries

Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by End Use

## List Of Figures

### LIST OF FIGURES

- Figure 1. South & Central America Blueberries Market Segmentation - Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. South & Central America Blueberries Market - Key Market Dynamics
- Figure 4. Impact Analysis of Drivers and Restraints
- Figure 5. South & Central America Blueberries Market Volume (Kilo Tons), 2021-2031
- Figure 6. South & Central America Blueberries Market Revenue (US\$ Million), 2021-2031
- Figure 7. South & Central America Blueberries Market Share (%) - Form, 2023 and 2031
- Figure 8. Fresh: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 9. Frozen: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 10. Dried: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 11. South & Central America Blueberries Market Share (%) - Category, 2023 and 2031
- Figure 12. Conventional: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 13. Organic: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 14. South & Central America Blueberries Market Share (%) - End Use, 2023 and 2031
- Figure 15. Food Service: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 16. Food Retail: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 17. Food Processing: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 18. South & Central America Blueberries Market Breakdown by Key Countries, 2023 and 2031 (%)
- Figure 19. Brazil: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 20. Argentina: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 21. Rest of South & Central America: South & Central America Blueberries Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 22. Heat Map Analysis by Key Players

Figure 23. Company Positioning and Concentration

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