

Strawberries Market Size and Forecast (2021 - 2034), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Nature (Organic and Conventional), Packaging Type (Clamshells, Pouches, Cartons, Tubs, and Others), and Distribution Channel (B2B [Food and Beverage, Pharmaceuticals and Dietary Supplements, Personal Care and Cosmetics, Others] and Retail [Supermarkets and Hypermarkets, Convenience Stores, Online Retail, Farmers' Market, and Others])

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Abstracts

The strawberries market was valued at US\$ 58.34 billion in 2025 and is expected to reach US\$ 119.05 billion by 2034; it is estimated to register a CAGR of 8.3% during 2026–2034.

The global strawberries market growth is attributed to the increasing demand for fresh, healthy, and convenient fruit options in retail. Strawberries play a vital role in providing nutrient-rich, ready-to-consume food products for households, owing to their high vitamin content, antioxidants, and natural sweetness. Their appeal as a versatile fruit suitable for direct consumption as well as use in desserts, beverages, dairy products, and salads makes them highly preferred among consumers. However, poor handling, inadequate storage, or inefficient transportation can lead to spoilage, bruising, and reduced freshness, negatively impacting consumer satisfaction and retail performance. The growing popularity of organic produce, clean-label foods, and premium-quality fruits is significantly driving retail demand. Additionally, advancements in cold chain logistics,

controlled-environment agriculture, and innovative packaging solutions are supporting market expansion. The strawberries market will remain significant as a fresh, nutritious, and high-demand product in retail, catering to evolving consumer preferences for quality, convenience, and health.

The strawberries market analysis has been performed by considering the following segments: nature, packaging type, distribution channel, and region. Based on nature, the market is segmented into organic and conventional strawberries. The conventional segment accounted for the largest market share in 2025 due to its higher production efficiency, affordability, and consistent availability across retail outlets. Conventional strawberries benefit from established farming practices and large-scale cultivation, enabling steady supply to meet global demand. However, the organic segment is projected to register the fastest CAGR during the forecast period, driven by rising consumer awareness regarding pesticide residues, environmental sustainability, and health-conscious dietary habits. Increasing preference for chemical-free and sustainably grown fruits is encouraging retailers and producers to expand their organic offerings.

In terms of packaging type, the market is segmented into clamshells, pouches, cartons, tubs, and others. The clamshells segment held the largest market share in 2025, as it provides effective protection against physical damage, ensures proper ventilation, and enhances product visibility in retail settings. Clamshell packaging helps maintain freshness, reduces spoilage, and supports efficient stacking and transportation, making it the preferred choice among retailers and suppliers. Ongoing innovations in recyclable and eco-friendly materials are further strengthening the adoption of clamshell packaging in response to sustainability concerns.

Based on distribution channel, the strawberries market is segmented into retail and B2B. The retail segment dominated the market in 2025, driven by strong consumer demand through supermarkets, hypermarkets, grocery stores, and online retail platforms. Retail channels offer easy accessibility, branded packaging, and quality assurance, enabling consumers to make convenient purchasing decisions. The rapid growth of e-commerce and online grocery delivery services is further enhancing retail sales by providing convenience and broader product availability. The B2B segment, which includes foodservice providers, food processors, and beverage manufacturers, also contributes significantly to market demand, particularly for bulk procurement and industrial applications.

The strawberries market is segmented into key regions: North America, Europe, Asia Pacific, the Middle East & Africa, and South & Central America. Asia Pacific held the

largest share of the global strawberries market in 2025 and is projected to register the highest CAGR from 2026 to 2034. This growth is driven by increasing population, rising disposable incomes, and expanding urban retail infrastructure in countries such as China, India, Japan, and South Korea. Growing consumer awareness of healthy eating habits, along with improved cold chain logistics and advancements in cultivation techniques, is supporting regional demand. Additionally, the expansion of organized retail and online grocery platforms is enhancing product accessibility. Despite strong growth prospects, challenges such as maintaining product freshness, reducing post-harvest losses, and ensuring consistent quality across supply chains remain key focus areas for market participants.

Some of the key players operating in the global strawberries market include Driscoll's, Inc.; Naturipe Farms LLC; BerryWorld Group Holdings Limited; Wish Farms Inc.; S&A Group Holdings Limited; Berries Paradise, S.A.P.I de C.V.; Euroberry; Vanguard Group International; Berries Pride; and Hortifrut S.A.. Players operating in the strawberries market focus on delivering high-quality, fresh, and safe products to meet diverse consumer requirements. They are emphasizing investments in advanced farming techniques, cold chain infrastructure, sustainable packaging, and supply chain optimization. Strategic partnerships, geographic expansion, and product differentiation—particularly in organic and premium segments—are key approaches adopted by these companies to strengthen their market presence and address evolving retail and industry demands.

The overall global strawberries market size has been derived using both primary and secondary sources. 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 strawberries 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 strawberries market.

Reason to buy

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global Strawberries market.

Highlights key business priorities to assist companies in realigning their

business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global Strawberries market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global Strawberries market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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