

Raisins Market Size, Trends, Analysis, and Outlook By Nature (Organic, Conventional), By Product (Natural Seedless, Golden Seedless, Black Currant, Sultana, Muscat, Monukka), By Application (Households, Food Service Providers, Food), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Raisins Market Size is valued at \$3.1 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.7% to reach \$4.5 Billion by 2032.

The raisins market is witnessing steady growth, fueled by rising consumer demand for nutritious and convenient snack options. As individuals seek healthy alternatives to traditional snacks, raisins are gaining popularity for their natural sweetness and health benefits. The trend towards clean eating and natural ingredients is influencing purchasing behavior, with consumers favoring products that are free from additives and preservatives. Additionally, innovations in packaging and marketing strategies are expanding market reach, appealing to health-conscious consumers seeking satisfying and wholesome snack solutions.

Raisins Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Raisins survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Raisins industry.

Key market trends defining the global Raisins demand in 2025 and Beyond

The Raisins industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Raisins Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Raisins industry

Leading Raisins companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Raisins companies.

Raisins Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Raisins Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Raisins industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Raisins Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Raisins Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Raisins market segments. Similarly, strong market demand encourages Canadian Raisins companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Raisins Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Raisins industry remains the major market for companies in the European Raisins industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Raisins market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Raisins Market Size Outlook- an attractive hub for opportunities for both

local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Raisins in Asia Pacific. In particular, China, India, and South East Asian Raisins markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Raisins Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Raisins Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Raisins market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Raisins.

Raisins Company Profiles

The global Raisins market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Archer Daniels Midland Company (ADM), Arimex, Bob's Red Mill Natural Foods., Del Monte Foods Inc , Dole Packaged Foods LLC, H.B.S. Foods Ltd, Mariani Packing Company, Murray River Organics Ltd, National Raisin Company, Sun-Maid.

Recent Raisins Market Developments

The global Raisins market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Raisins Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Nature

Organic

Conventional

By Product

Natural Seedless

Golden Seedless

Black Currant

Sultana

Muscat

Monukka

By Application

Households

Food Service Providers

Food

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Archer Daniels Midland Company (ADM)

Arimex

Bob's Red Mill Natural Foods.

Del Monte Foods Inc

Dole Packaged Foods LLC

H.B.S. Foods Ltd

Mariani Packing Company

Murray River Organics Ltd

National Raisin Company

Sun-Maid

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. RAISINS MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Raisins Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Raisins Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Raisins Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Raisins Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Raisins Market Outlook to 2032

CHAPTER 5: RAISINS MARKET DYNAMICS

Raisins Market Size, Trends, Analysis, and Outlook By Nature (Organic, Conventional), By Product (Natural Seed...

- 5.1 Key Raisins Market Trends
- 5.2 Potential Raisins Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL RAISINS MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
 - 6.2 Nature
 - Organic
 - Conventional
 - Product
 - Natural Seedless
 - Golden Seedless
 - Black Currant
 - Sultana
 - Muscat
 - Monukka
 - Application
 - Households
 - Food Service Providers
 - Food
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA RAISINS MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
 - 7.2 Nature
 - Organic
 - Conventional
 - Product
 - Natural Seedless
 - Golden Seedless
 - Black Currant
 - Sultana
 - Muscat
 - Monukka
 - Application

Households

Food Service Providers

Food

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Raisins Market Size Forecast, 2021- 2032

7.3.2 Canada Raisins Market Size Forecast, 2021- 2032

7.3.3 Mexico Raisins Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE RAISINS MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Nature

Organic

Conventional

Product

Natural Seedless

Golden Seedless

Black Currant

Sultana

Muscat

Monukka

Application

Households

Food Service Providers

Food

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Raisins Market Size Forecast, 2021- 2032

8.3.2 France Raisins Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Raisins Market Size Forecast, 2021- 2032

8.3.4 Spain Raisins Market Size Forecast, 2021- 2032

8.3.5 Italy Raisins Market Size Forecast, 2021- 2032

8.3.6 Russia Raisins Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Raisins Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC RAISINS MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Nature

Organic
Conventional
Product
Natural Seedless
Golden Seedless
Black Currant
Sultana
Muscat
Monukka
Application
Households
Food Service Providers
Food

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

- 9.3.1 China Raisins Market Size Forecast, 2021- 2032
- 9.3.2 India Raisins Market Size Forecast, 2021- 2032
- 9.3.3 Japan Raisins Market Size Forecast, 2021- 2032
- 9.3.4 South Korea Raisins Market Size Forecast, 2021- 2032
- 9.3.5 Australia Raisins Market Size Forecast, 2021- 2032
- 9.3.6 South East Asia Raisins Market Size Forecast, 2021- 2032
- 9.3.7 Rest of Asia Pacific Raisins Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA RAISINS MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Nature

Organic
Conventional
Product
Natural Seedless
Golden Seedless
Black Currant
Sultana
Muscat
Monukka
Application
Households
Food Service Providers

Food

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Raisins Market Size Forecast, 2021- 2032

10.3.2 Argentina Raisins Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Raisins Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA RAISINS MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Nature

Organic

Conventional

Product

Natural Seedless

Golden Seedless

Black Currant

Sultana

Muscat

Monukka

Application

Households

Food Service Providers

Food

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Raisins Market Size Forecast, 2021- 2032

11.3.2 The UAE Raisins Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Raisins Market Size Forecast, 2021- 2032

11.3.4 South Africa Raisins Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Raisins Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Archer Daniels Midland Company (ADM)

Arimex

Bob's Red Mill Natural Foods.

Del Monte Foods Inc

Dole Packaged Foods LLC
H.B.S. Foods Ltd
Mariani Packing Company
Murray River Organics Ltd
National Raisin Company
Sun-Maid

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources
13.2 Research Methodology
13.3 Data Triangulation and Validation
13.4 Assumptions and Limitations
13.5 Forecast Methodology
Appendix
A: Highlights of the Q4-2024 Version
B: Conclusion and Future Recommendations
C: Customization Options
D: Contact Information

List Of Figures

LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Raisins Market Outlook by Type, 2021- 2032
- Figure 6: Global Raisins Market Outlook by Application, 2021- 2032
- Figure 7: Global Raisins Market Outlook by Region, 2021- 2032
- Figure 8: North America Raisins Market Snapshot, Q4-2024
- Figure 9: North America Raisins Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Raisins Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Raisins Market Share by Country, 2023
- Figure 12: Europe Raisins Market Snapshot, Q4-2024
- Figure 13: Europe Raisins Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Raisins Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Raisins Market Share by Country, 2023
- Figure 16: Asia Pacific Raisins Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Raisins Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Raisins Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Raisins Market Share by Country, 2023
- Figure 20: South America Raisins Market Snapshot, Q4-2024
- Figure 21: South America Raisins Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Raisins Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Raisins Market Share by Country, 2023
- Figure 24: Middle East and Africa Raisins Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Raisins Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Raisins Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Raisins Market Share by Country, 2023
- Figure 28: United States Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Raisins Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Raisins Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation
Table 2: Global Raisins Market Size Outlook, \$Million, 2021 to 2032
Table 3: Low Case Scenario Forecasts
Table 4: Reference Case Scenario Forecasts
Table 5: High Growth Scenario Forecasts
Table 6: Global Raisins Market Size Outlook by Segments, 2021- 2032
Table 7: Global Raisins Market Size Outlook by Region, 2021- 2032
Table 8: Country Mapping, 2023 vs. 2032
Table 9: North America- Raisins Market Outlook by Type, 2021- 2032
Table 10: North America- Raisins Market Outlook by Country, 2021- 2032
Table 11: Europe - Raisins Market Outlook by Type, 2021- 2032
Table 12: Europe - Raisins Market Outlook by Country, 2021- 2032
Table 13: Asia Pacific - Raisins Market Outlook by Type, 2021- 2032
Table 14: Asia Pacific - Raisins Market Outlook by Country, 2021- 2032
Table 15: South America- Raisins Market Outlook by Type, 2021- 2032
Table 16: South America- Raisins Market Outlook by Country, 2021- 2032
Table 17: Middle East and Africa - Raisins Market Outlook by Type, 2021- 2032
Table 18: Middle East and Africa - Raisins Market Outlook by Country, 2021- 2032
Table 19: Business Snapshots of Leading Raisins Companies
Table 20: Product Profiles of Leading Raisins Companies
Table 21: SWOT Profiles of Leading Raisins Companies

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