

# Organic Fruits And Vegetables Market Size | Top Manufacturers Analysis, Emerging Trend and Growth Forecast to 2027

*Organic fruits and vegetables industry was estimated at \$30.77 billion in 2019, and is anticipated to hit \$55.86 billion by 2027, registering a CAGR of 7.9%*

PORTLAND, OREGON, UNITED STATES, May 16, 2023 /EINPresswire.com/ -- Consumer awareness about healthy diet, increase in purchasing power, and changes in lifestyle and food habits fuel the growth of the [global organic fruits and vegetables market](#). On the other hand, undefined regulatory guidelines and high price of organic label fruits and vegetables hinder the growth to some extent. However, exploration of organic fruits and vegetables in skin care and beauty care products, rapid growth of the retail sector, rise in demand for organically formed ingredients, and increase in investments by small and mid-sized food product manufacturing companies are expected to create multiple opportunities for the key players in the industry.



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Increasing demand for the organic fruits and vegetables likely to support to increase the organic farming area”

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Key players in the industry-  
The Whitewave Foods Company  
H.J. Heinz Company

CSC Brands LP (Campbell Soup Company)

General Mills, Inc.

Juices International Pty. Ltd.

Activz

Z Natural Foods, LLC.

Organic Valley Family of Farms  
Iceland Foods Ltd.  
Green Organic Vegetable Inc.  
DMH Ingredients

Covid-19 scenario-

Scarcity of labors at the manufacturing units and disrupted transportation due to frequent lockdown practices impacted the production of organic fruits and vegetables negatively. Also, the supply of organic fertilizers and agrochemicals was hugely distorted during the first phase of the lockdown. However, government bodies across the world are coming up with relaxations on the existing regulations and the market is projected to recoup its position really soon.

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The organic fruit segment to dominate by 2027-

Based on product type, the organic fruit segment contributed to around three-fourths of the global organic fruits and vegetables market share in 2019, and is expected to rule the roost by 2027, owing to growing awareness about the health benefits that are exhibited by the consumption of organic fruits. The organic vegetable segment, on the other hand, would register the fastest CAGR of 9.4% during the forecast period. People are gradually getting well acquainted with the immense health benefits associated with organic vegetables in the form of breakfast cereals, soups, syrups and so on. This factor drives the growth of the segment.

The frozen segment to maintain the dominant share-

Based on form, the frozen segment contributed to nearly three-fourths of the global organic fruits and vegetables market revenue in 2019, and is expected to lead the trail by 2027. The increasing consumer preference toward convenience foods propels the segment growth. Simultaneously, the fresh segment would portray the fastest CAGR of 8.8% from 2020 to 2027. Growing food processing industries where fresh organic fruits and vegetables are used as flavor & additives and extensive use of fresh organic vegetables for household purposes drive the growth of the segment.

North America garnered the major share in 2019-

Based on geography, North America garnered the major share in 2019, holding more than two-fifths of the global organic fruits and vegetables market. Increasing adoption of healthy life style fuels the market growth in this province. At the same time, Asia-Pacific would manifest the fastest CAGR of 14.0% from 2020 to 2027, due to growing disposable income, high standard of life and high expenditure for healthy life style among individuals in the region.

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David Correa  
Allied Analytics LLP  
+1 800-792-5285  
[email us here](#)

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