

# Processing Strawberry Market Report 2024: Market Insights And Future Outlook

*The Business Research Company's Processing Strawberry Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 28, 2024 /EINPresswire.com/ -- The

[processing strawberry market](#)

encompasses various stages and techniques used to transform fresh

strawberries into different products for extended shelf life, preservation, or further use in diverse applications. These processing steps include receiving, grading, sorting, slicing, treating with heat or freezing, and reprocessing previously processed strawberries into retail-packed frozen strawberries.



The processing strawberry market size is expected to see rapid growth in the next few years. It will grow to \$141.79 billion in 2028 at a compound annual growth rate (CAGR) of 10.5%.”

*The Business Research Company*

## Market Size and Growth

The processing strawberry market size has witnessed rapid growth, rising from \$86.15 billion in 2023 to \$95.02 billion in 2024, achieving a robust compound annual growth rate (CAGR) of 10.3%. This growth is attributed to increasing awareness of health benefits, the rise in popularity of organic and locally sourced strawberries, adoption of sustainable farming practices, growing demand for fresh strawberries, and expanded shelf space for fresh produce.

Looking ahead, the market is projected to continue its

upward trajectory, reaching \$141.79 billion by 2028 with a CAGR of 10.5%. Factors driving this growth include the escalating demand for processed strawberry products, expansion in indoor and vertical farming methods, increasing preference for organic strawberries, and the overall growth of the food industry.

Explore the global processing strawberry market with a detailed sample report:

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Processing Strawberry Global Market Report 2024 :  
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## Trends Shaping the Market

In the forecast period, key trends influencing the processing strawberry market include advancements in precision farming, automation in harvesting through technologies like semi-autonomous robots, integration of drone technology and data analytics, innovations in packaging and preservation technologies, adoption of advanced irrigation systems, greenhouse cultivation techniques, and advancements in pest control methods.

## Growing Demand for Processed Foods

The rising demand for processed foods, driven by factors such as convenience, evolving lifestyles, and urbanization, is a significant driver for the processing strawberry market. Processed strawberry products offer convenience, versatility, enhanced flavor, and sustainability benefits, catering to consumer preferences for ready-to-eat and easily accessible food options. For instance, according to Agriculture and Agri-Food Canada (AAFC), the export value of processed food and beverage products reached \$54.3 billion in 2022, underscoring the robust growth and importance of processed food sectors globally.

## Major Players and Innovations

Leading companies in the processing strawberry market, including J.R. Simplot Company, Dole plc, and Fresh Del Monte Produce Inc., are focusing on developing innovative solutions such as semi-autonomous harvesting robots. These technologies aim to improve efficiency, reduce labor costs, and enhance productivity in strawberry harvesting operations.

In March 2021, AgPro Robotics Inc. introduced the StrawBot, a semi-autonomous strawberry harvesting robot designed to assist human pickers by autonomously navigating fields and carrying harvested strawberries, thereby optimizing harvesting processes.

## Market Segments

The processing strawberry market is segmented by:

- Type: Dried Strawberry, Strawberry Tart, Freeze-Dried Strawberry, Canned Strawberry, Strawberry Jam, Strawberry Puree, Other Types
- Application: Online Sales, Offline Sales, Food Service, Food Processing Industry
- Distribution Channel: Supermarkets Or Hypermarkets, Specialty Stores, Convenience Stores, Online Retail

**Geographical Insights: North America Leads, Asia-Pacific Emerges as Fastest-Growing Region**  
North America dominated the processing strawberry market in 2023, while Asia-Pacific is anticipated to witness the fastest growth in the coming years. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities.

Explore the report store to make a direct purchase of the report

<https://www.thebusinessresearchcompany.com/report/processing-strawberry-global-market-report>

[Processing Strawberry Global Market](#) Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Processing Strawberry Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on processing strawberry market size, processing strawberry market drivers and trends, [processing strawberry market major players](#), competitors' revenues, market positioning, and market growth across geographies. The processing strawberry market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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