

Organic Fruits and Vegetables Market Anticipated to Hit USD 143.1 Billion by 2032: Persistence Market Research Study

In 2025, North America holds 42.7% market share as large growers like NatureSweet expand greenhouses to ensure year-round organic produce supply.

BRENTFORD, ENGLAND, UNITED KINGDOM, October 13, 2025 /EINPresswire.com/ -- The global [organic fruits and vegetables market](#)

size is likely to be valued at US\$ 79.3 billion in 2025 and is estimated to reach US\$ 143.1 billion by 2032, growing at a CAGR of 8.8% during the forecast period 2025–2032. The market growth is largely driven by increasing consumer awareness regarding health and wellness, environmental sustainability, and food safety. Additionally, Environmental, Social, and Governance (ESG)-focused investments, the adoption of regenerative agriculture practices, and collaborations between growers and retailers are further boosting market expansion. Consumers are increasingly seeking organic produce free from pesticides, synthetic fertilizers, and genetically modified organisms (GMOs), which is prompting retailers and foodservice providers to expand their organic product portfolios.

Key Highlights from the Report

- The global organic fruits and vegetables market is projected to reach US\$ 143.1 billion by 2032.
- Fruits dominate the market due to their high demand among health-conscious consumers.
- North America and Europe remain the largest markets, owing to high consumer awareness and stringent organic certification standards.
- Asia-Pacific is witnessing the fastest growth due to rising disposable incomes, urbanization, and



growing health awareness.

- Increasing collaboration between organic farmers and retail chains is accelerating adoption.
- Investments in sustainable farming techniques and regenerative agriculture are driving long-term market expansion.

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Market Segmentation

The organic fruits and vegetables market is segmented by product type, distribution channel, and region. Product-wise, fruits lead the segment due to their widespread use in daily diets and high nutritional value, followed by vegetables which are increasingly incorporated into health-focused diets. Distribution channels include supermarkets and hypermarkets, online retail, specialty stores, and foodservice providers. Supermarkets and hypermarkets dominate due to the convenience of one-stop shopping and increasing availability of certified organic produce. Online retail is gaining traction, driven by the rising e-commerce adoption and consumer preference for home delivery of fresh organic products. Specialty stores and farmer's markets continue to appeal to niche consumers seeking local and seasonal organic produce.

Regional Insights

Geographically, North America holds a significant market share due to high consumer awareness, well-established organic certification systems, and strong government support for organic farming. The United States is a key contributor, with consumers actively seeking organic fruits and vegetables for their perceived health benefits. Europe follows closely, where demand is fueled by environmental consciousness, strict organic labeling regulations, and growing preference for sustainable diets. The Asia-Pacific region is projected to register the fastest growth during the forecast period, supported by urbanization, increasing disposable incomes, and the proliferation of modern retail channels in countries such as China, India, and Japan. Latin America and Middle East & Africa exhibit moderate growth, driven by expanding organic agriculture initiatives, export opportunities, and growing health awareness among urban populations.

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Market Drivers

The growth of the organic fruits and vegetables market is primarily driven by health-conscious consumers seeking pesticide-free, nutrient-rich produce. Increasing cases of lifestyle-related

diseases, such as obesity, diabetes, and cardiovascular conditions, are prompting consumers to prioritize diets rich in fresh fruits and vegetables. Sustainability concerns and the environmental impact of conventional farming are also encouraging the adoption of organic produce. ESG-focused investments and government incentives for organic farming are further accelerating market expansion. Collaborations between organic farmers, co-operatives, and retail chains ensure steady supply, reduce costs, and enhance market penetration. Additionally, rising popularity of plant-based diets and increased inclusion of organic produce in processed food products are contributing to market growth globally.

Market Restraints

Despite strong growth prospects, the organic fruits and vegetables market faces challenges such as high production and certification costs, which can increase retail prices and limit affordability for price-sensitive consumers. Seasonal availability, susceptibility to climate variations, and logistical challenges in maintaining freshness during transportation may also restrict market expansion. Furthermore, lack of awareness in certain regions, especially in developing countries, and inconsistent quality standards for organic labeling can act as barriers to adoption.

Competitive Landscape

Key players operating in the global organic fruits and vegetables market include:

- Amy's Kitchen
- General Mills Inc.
- The Hain Celestial Group
- Fresh Del Monte Produce Inc.
- Driscoll's, Inc.
- Dole Food Company, Inc.
- Organic Valley
- SunOpta, Inc.
- Danone S.A.
- Conagra Brands
- Healthy Buddha
- Mission Produce Inc.
- Others

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Recent Developments in the Market

Leading players are actively expanding their organic product portfolios and strengthening distribution networks. For instance, Dole Food Company has increased its organic fruit lines in North America and Europe to meet rising demand. Driscoll's, Inc. introduced a range of certified

organic berries targeting health-conscious millennials and urban consumers. Earthbound Farm launched innovative organic vegetable mixes designed for ready-to-eat consumption, catering to convenience-seeking consumers. Several players are also focusing on sustainable farming initiatives, reducing carbon footprint, and adopting regenerative agricultural practices to enhance long-term supply chain resilience.

Future Outlook

The organic fruits and vegetables market is expected to maintain robust growth over the forecast period, underpinned by consumer preference for healthier diets, sustainable consumption trends, and strategic collaborations among growers and retailers. Increasing adoption of technology-driven agricultural practices, such as precision farming and controlled-environment agriculture, will enhance crop yield, reduce environmental impact, and ensure consistent quality. Expansion of retail networks, penetration of e-commerce platforms, and rising awareness about organic certification will further fuel demand. As governments and private players continue to invest in organic agriculture, the market is poised to witness significant transformation, combining health, sustainability, and economic growth.

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