Organic Fruits and Vegetables Market by Crop (Organic Fruits, Organic Vegetables), Form (Fresh, Frozen, Puree, Powdered), End Use (Fresh Consumption, Food Processing), Distribution Channel, & by Region - Global Trends & Forecasts to 2020

Description:
Organic fruits and vegetables are primarily produced by using minimal off-farm inputs and using the production methods that restore and improve ecological balance. The organic fruits & vegetables market is one of the fastest-growing markets in the overall organic agriculture industry, owing primarily to its multiple health benefits and absence of synthetic chemicals. Certain medicinal benefits associated with organic fruits and vegetables include anti-inflammatory properties, enhanced immunity, and anti-oxidant properties.

The organic fruits & vegetables market is segmented on the basis of crop, form, end use, distribution channel, and region. Based on crop, it is categorized as organic fruits and organic vegetables. Organic vegetables are further segmented into leafy greens and vegetables. The types of organic fruits and vegetables are further categorized into their subtypes. On the basis of form, the market is segmented into fresh, powdered, frozen, and puree. Based on end use, the market is segmented as fresh consumption and food processing. The distribution channels for organic fruits and vegetables include supermarkets/hypermarkets, variety stores, and convenience stores. The market is also segmented by regions into North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW).

Both ‘top-down’ and ‘bottom-up’ approaches were used to arrive at the market sizes and obtain the market forecast. Extensive secondary research was conducted to understand the market insights and trends, which was further validated through primary interviews.

The organic fruits & vegetables market is projected to reach about $62.97 billion by 2020, growing at a CAGR of about 9.4%, as a result of the rising awareness of the health benefits of organic fruits and vegetables among the consumers in developed regions such as Europe and North America.

The report provides both, qualitative and quantitative analyses of the market for organic fruits and vegetables. It includes the market dynamics, opportunities, trends, competitive strategies preferred by key market players, the driving factors that boost the growth of the lipase market, and restraints of the market.

To maintain a competitive edge in the organic fruits & vegetables market, the key players invest heavily on the development and launch of new products and on expansions. Leading players such as The WhiteWave Foods Company (U.S.), General Mills, Inc., (U.S.), H. J. Heinz Company (U.S.), and CSC Brands L.P. (U.S.) have been profiled in the report. The report also provides a complete analysis of the prominent companies and a chronology of developments with respect to new products launched and their applications.

Available Customizations
With the given market data, this industry offers customizations according to client-specific needs.

The following customization options are available for the report:

Product Analysis
- Product matrix, which gives a detailed comparison of the product portfolio of each company

Regional Analysis
- Further breakdown of the Rest of Europe organic fruits & vegetables market into Sweden, Poland, Norway, and Greece
- Further breakdown of the Rest of Asia-Pacific organic fruits & vegetables market into South Korea, North Korea, New Zealand, and Sri Lanka
- Further breakdown of the RoW organic fruits & vegetables market into Paraguay, Uruguay, Chile, and Cuba
Company Information

- Detailed analysis and profiling of additional market players (up to five)

Contents:

1 Introduction
  1.1 Objectives Of The Study
  1.2 Market Definition
  1.3 Market Scope
  1.3.1 Years Considered For The Study
  1.3.2 Currency
  1.4 Stakeholders

2 Research Methodology
  2.1 Market Share Estimation
  2.2 Primary Data
  2.3 Secondary Data
  2.3.1.1 Key Industry Insights
  2.3.1.2 Breakdown Of Primaries
  2.4 Market Size Estimation
  2.5 Market Breakdown & Data Triangulation

3 Executive Summary

4 Premium Insights
  4.1 Attractive Market Opportunity For Organic Fruit & Vegetable Producers
  4.2 Organic Fruits & Vegetables Market, By Region
  4.3 Organic Fruits & Vegetables Market In North America
  4.4 Organic Fruits & Vegetables Market, By Distribution Channel
  4.5 Organic Fruits & Vegetables Market, By Crop
  4.6 Organic Fruits & Vegetables Market, By End Use (Usd Mn)
  4.7 Organic Fruits & Vegetables Market Attractiveness

5 Market Overview
  5.1 Introduction
  5.2 Market Segmentation
  5.2.1 By Crop
  5.2.2 By Form
  5.2.3 By End Use
  5.2.4 By Distribution Channel
  5.3 Market Dynamics
  5.3.1 Drivers
  5.3.1.1 Rise In Demand For Organic Products From Developed Countries Due To Increasing Concerns About Food Safety
  5.3.1.2 Government Support For Organic Farming
  5.3.1.3 Greater Variety Of Organic Foods Available
  5.3.2 Restraints
  5.3.2.1 Expensive Nature Of Food Products
  5.3.3 Opportunities
  5.3.3.1 Rising Disposable Income Among The Consumers In The Developing Countries
  5.3.4 Challenges
  5.3.4.1 Non-Certified Organic Food Sector

6 Industry Trends
  6.1 Value Chain Analysis
  6.2 Organic Fruits & Vegetables Market: Porter’S Five Forces Analysis
  6.2.1 Intensity Of Competitive Rivalry
  6.2.2 Bargaining Power Of Suppliers
  6.2.3 Bargaining Power Of Buyers
  6.2.4 Threat Of Substitutes
  6.2.5 Threat Of New Entrants
7 Organic Fruits & Vegetables Market, By Crop
7.1 Introduction
7.2 Organic Fruits
7.2.1 Apple
7.2.2 Orange
7.2.3 Banana
7.2.4 Grapes
7.2.5 Others
7.3 Organic Vegetables
7.3.1 Organic Leafy Vegetables
7.3.1.1 Spinach
7.3.1.2 Kale
7.3.1.3 Organic Chard
7.3.1.4 Organic Lettuce
7.3.1.5 Other Organic Leafy Greens
7.3.2 Vegetables
7.3.2.1 Organic Broccoli & Cauliflower
7.3.2.2 Organic Tomatoes
7.3.2.3 Organic Carrots
7.3.2.4 Organic Beetroots
7.3.2.5 Organic Potatoes
7.3.2.6 Organic Cabbage
7.3.2.7 Organic Cucumbers
7.3.2.8 Other Organic Vegetables

8 Organic Fruits & Vegetables Market, By Form
8.1 Introduction
8.2 Fresh
8.3 Puree
8.4 Powdered
8.5 Frozen
8.6 Others

9 Organic Fruits & Vegetables Market, By End Use
9.1 Introduction
9.2 Fresh Consumption
9.2.1 Retail
9.2.2 Food Service
9.3 Food Processing

10 Organic Vegetable Market, By Distribution Channel
10.1 Introduction
10.2 Supermarket/Hypermarket
10.3 Variety Stores
10.4 Convenience Stores
10.5 Other Distribution Channels

11 Organic Fruits & Vegetables Market, By Region
11.1 Introduction
11.2 North America
11.2.1 North America: Organic Fruits & Vegetables Market, By Crop
11.2.1.1 North America: Organic Fruits Market, By Crop
11.2.1.2 North America: Organic Vegetables Market, By Crop
11.2.1.2.1 North America: Organic Leafy Greens Market, By Crop
11.2.1.2.2 North America: Vegetables Market, By Crop
11.2.2 North America: Organic Fruits & Vegetables Market, By Form
11.2.3 North America: Organic Fruits & Vegetables Market, By End Use
11.2.3.1 North America: Fresh Organic Fruits & Vegetables Market, By End Use
11.2.4 North America: Organic Fruits & Vegetables Market, By Distribution Channel
11.2.5 U.S.: Organic Fruits & Vegetables Market, By Form
11.2.6 Canada: Organic Fruits & Vegetables Market, By Form
11.2.7 Mexico: Organic Fruits & Vegetables Market, By Form
11.3 Europe
11.3.1 Europe: Organic Fruits & Vegetables Market, By Crop
11.3.1.1 Europe: Organic Fruits Market, By Crop
11.3.1.2 Europe: Organic Vegetables Market, By Crop
11.3.1.2.1 Europe: Organic Leafy Greens Market, By Crop
11.3.1.2.2 Europe: Organic Vegetables Market, By Crop
11.3.2 Europe: Organic Fruits & Vegetables Market, By Form
11.3.3 Europe: Organic Fruits & Vegetables Market, By End Use
11.3.3.1 Europe: Fresh Consumption Of Organic Fruits & Vegetables Market, By End Use
11.3.4 Europe: Organic Fruits & Vegetables Market, By Distribution Channel
11.3.5 Germany: Organic Fruits & Vegetables Market, By Form
11.3.6 U.K.: Organic Fruits & Vegetables Market, By Form
11.3.7 France: Organic Fruits & Vegetables Market, By Form
11.3.8 Rest Of Europe: Organic Fruits & Vegetables Market, By Form
11.4 Asia-Pacific
11.4.1 Asia-Pacific: Organic Fruits & Vegetables Market, By Crop
11.4.1.1 Asia-Pacific: Organic Fruits Market, By Crop
11.4.1.2 Asia-Pacific: Organic Vegetables Market, By Crop
11.4.1.2.1 Asia-Pacific: Organic Leafy Greens Market, By Crop
11.4.1.2.2 Asia-Pacific: Organic Vegetables Market, By Crop
11.4.2 Asia-Pacific: Organic Fruits & Vegetables Market, By Form
11.4.3 Asia-Pacific: Organic Fruits & Vegetables Market, By End Use
11.4.3.1 Asia-Pacific: Fresh Consumption Of Organic Fruits & Vegetables Market, By End Use
11.4.4 Asia-Pacific: Organic Fruits & Vegetables Market, By Distribution Channel
11.4.5 China
11.4.6 China: Organic Vegetables Market, By Form
11.4.7 Japan
11.4.8 India
11.4.9 Australia/New Zealand
11.4.10 Rest Of Asia-Pacific
11.4.11 Rest Of Asia-Pacific: Organic Vegetables Market, By Form
11.5 Latin America
11.5.1 Latin America: Organic Fruits & Vegetables Market, By Crop
11.5.1.1 Latin America: Organic Fruits Market, By Crop
11.5.1.2 Latin America: Organic Vegetables Market, By Crop
11.5.1.2.1 Latin America: Organic Leafy Greens Market, By Crop
11.5.1.2.2 Latin America: Organic Vegetables Market, By Crop
11.5.2 Latin America: Organic Fruits & Vegetables Market, By Form
11.5.3 Latin America: Organic Fruits & Vegetables Market, By End Use
11.5.3.1 Latin America: Fresh Consumption Of Organic Fruits & Vegetables Market, By End Use
11.5.4 Latin America: Organic Fruits & Vegetables Market, By Distribution Channel
11.5.5 Brazil: Organic Fruits & Vegetables Market, By Form
11.5.6 Argentina: Organic Vegetables Market, By Form
11.5.7 Rest Of Latin America: Organic Fruits & Vegetables Market, By Form
11.6 Row
11.6.1 Row: Organic Fruits & Vegetables Market, By Crop
11.6.1.1 Row: Organic Fruits Market, By Crop
11.6.1.2 Row: Organic Vegetables Market, By Crop
11.6.1.2.1 Row: Organic Leafy Greens Market, By Crop
11.6.1.2.2 Row: Organic Vegetables Market, By Crop
11.6.2 Row: Organic Fruits & Vegetables Market, By Form
11.6.3 Row: Organic Fruits & Vegetables Market, By End Use
11.6.3.1 Row: Consumption Of Fresh Organic Fruits & Vegetables Market, By End Use
11.6.4 Row: Organic Fruits & Vegetables Market, By Distribution Channel
11.6.5 South Africa: Organic Fruits & Vegetables Market, By Form
11.6.6 Others In Row: Organic Fruits & Vegetables Market, By Form

12 Competitive Landscape
12.1 Overview
12.2 Developments, By Region
12.3 Developments, By Year
12.4 Competitive Situation And Trends
12.4.1 Mergers & Acquisitions
12.4.2 New Product Launch
12.4.3 Expansions & Investments
12.4.4 Agreements & Joint Ventures

13 Company Profiles
(Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*

13.1 Introduction
13.2 The Whitewave Foods Company
13.3 H.J. Heinz Company
13.4 Csc Brands LP (Campbell Soup Company)
13.5 General Mills, Inc.
13.6 juices International Pty. Ltd.
13.7 Activz
13.8 Z Natural Foods, Llc.
13.9 Organic Valley Family Of Farms
13.10 Iceland Foods Ltd
13.11 Green Organic Vegetable Inc.
*Details On Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured In Case Of Unlisted Companies.

14 Appendix
14.1 Discussion Guide
14.2 Company Developments
14.2.1 New Product Launches
14.2.2 Mergers & Acquisitions
14.3 Introducing Rt: Real-Time Market Intelligence
14.4 Available Customizations
14.5 Related Reports

List Of Tables

Table 1 Organic Fruits & Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 2 Organic Fruits & Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 3 Organic Fruits Market Size, By Crop, 2013-2020 (USD Million)
Table 4 Organic Fruits Market Size, By Crop, 2013-2020 (KT)
Table 5 Organic Fruits Market Size, By Region, 2013-2020 (USD Million)
Table 6 Organic Fruits Market Size, By Region, 2013-2020 (KT)
Table 7 Apple Market Size, By Region, 2013-2020 (USD Million)
Table 8 Apple Market Size, By Region, 2013-2020 (KT)
Table 9 Orange Market Size, By Region, 2013-2020 (USD Million)
Table 10 Orange Market Size, By Region, 2013-2020 (KT)
Table 11 Banana Market Size, By Region, 2013-2020 (USD Million)
Table 12 Banana Market Size, By Region, 2013-2020 (KT)
Table 13 Grapes Market Size, By Region, 2013-2020 (USD Million)
Table 14 Grapes Market Size, By Region, 2013-2020 (KT)
Table 15 Others Market Size, By Region, 2013-2020 (USD Million)
Table 16 Others Market Size, By Region, 2013-2020 (KT)
Table 17 Organic Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 18 Organic Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 19 Organic Vegetables Market Size, By Region, 2013-2020 (USD Million)
Table 20 Organic Vegetables Market Size, By Region, 2013-2020 (KT)
Table 21 Leafy Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 22 Leafy Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 23 Leafy Greens Market Size, By Region, 2013-2020 (USD Million)
Table 24 Leafy Greens Market Size, By Region, 2013-2020 (KT)
Table 25 Spinach Market Size, By Region, 2013-2020 (USD Million)
Table 26 Spinach Market Size, By Region, 2013-2020 (KT)
Table 27 Kale Market Size, By Region, 2013-2020 (USD Million)
Table 28 Kale Market Size, By Region, 2013-2020 (KT)
Table 29 Organic Chard Market Size, By Region, 2013–2020 (USD Million)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Organic Lettuce Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>33</td>
<td>Other Organic Leafy Greens Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>34</td>
<td>Other Organic Leafy Vegetables Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>35</td>
<td>Vegetables Market Size, By Crop, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>36</td>
<td>Vegetables Market Size, By Crop, 2013–2020 (KT)</td>
</tr>
<tr>
<td>37</td>
<td>Vegetables Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>38</td>
<td>Vegetables Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>40</td>
<td>Organic Broccoli &amp; Cauliflower Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>41</td>
<td>Organic Tomatoes Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>42</td>
<td>Organic Tomatoes Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>43</td>
<td>Organic Carrots Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>45</td>
<td>Organic Beetroots Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>46</td>
<td>Organic Beetroots Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>47</td>
<td>Organic Potatoes Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>49</td>
<td>Organic Cabbage Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>50</td>
<td>Organic Cabbage Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>51</td>
<td>Organic Cucumbers Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>52</td>
<td>Organic Cucumbers Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>53</td>
<td>Other Organic Vegetables Market Size, By Region, 2013–2020 (USD Million)</td>
</tr>
<tr>
<td>54</td>
<td>Other Organic Vegetables Market Size, By Region, 2013–2020 (KT)</td>
</tr>
<tr>
<td>65</td>
<td>Others Market Size, By Region, 2013-2020 (USD Million)</td>
</tr>
<tr>
<td>66</td>
<td>Others Market Size, By Region, 2013-2020 (KT)</td>
</tr>
<tr>
<td>70</td>
<td>Fresh Organic Fruits &amp; Vegetables Market Size, By End Use, 2013-2020 (KT)</td>
</tr>
<tr>
<td>73</td>
<td>Retail Organic Fruits &amp; Vegetables Market Size, By Region, 2013-2020 (USD Million)</td>
</tr>
<tr>
<td>74</td>
<td>Retail Organic Fruits &amp; Vegetables Market Size, By Region, 2013-2020 (KT)</td>
</tr>
<tr>
<td>75</td>
<td>Organic Fruits &amp; Vegetables In Food Service Market Size, By Region, 2013-2020 (USD Million)</td>
</tr>
<tr>
<td>76</td>
<td>Organic Fruits &amp; Vegetables In Food Service Market Size, By Region, 2013-2020 (KT)</td>
</tr>
<tr>
<td>77</td>
<td>Organic Fruits &amp; Vegetables In Food Processing Market Size, By Region, 2013-2020 (USD Million)</td>
</tr>
</tbody>
</table>
Table 78 Organic Fruits & Vegetables In Food Processing Market Size, By Region, 2013-2020 (KT)
Table 79 Organic Vegetables Market Size, By Distribution Channel, 2013–2020 (USD Million)
Table 80 Organic Vegetables Market Size, By Distribution Channel, 2013–2020 (KT)
Table 81 Supermarket/Hypermarket Market Size, By Region, 2013–2020 (USD Million)
Table 82 Supermarket/Hypermarket Market Size, By Region, 2013–2020 (KT)
Table 83 Variety Stores Market Size, By Region, 2013–2020 (USD Million)
Table 84 Variety Stores Market Size, By Region, 2013–2020 (KT)
Table 85 Convenience Stores Market Size, By Region, 2013–2020 (USD Million)
Table 86 Convenience Stores Market Size, By Region, 2013–2020 (KT)
Table 87 Other Distribution Channels Market Size, By Region, 2013–2020 (USD Million)
Table 88 Other Distribution Channels Market Size, By Region, 2013–2020 (KT)
Table 89 Organic Fruits & Vegetables Market Size, By Region, 2013-2020 (USD Million)
Table 90 Organic Fruits & Vegetables Market Size, By Region, 2013-2020 (KT)
Table 93 North America: Organic Fruits & Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 94 North America: Organic Fruits & Vegetables (Fresh & Processed) Market Size, By Crop, 2013-2020 (KT)
Table 95 North America: Organic Fruits Market Size, By Crop, 2013-2020 (USD Million)
Table 96 North America: Organic Fruits Market Size, By Crop, 2013-2020 (KT)
Table 97 North America: Organic Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 98 North America: Organic Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 99 North America: Organic Leafy Greens Market Size, By Crop, 2013-2020 (USD Million)
Table 100 North America: Organic Leafy Greens Market Size, By Crop, 2013-2020 (KT)
Table 101 North America: Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 102 North America: Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 103 North America: Organic Fruits & Vegetables Market Size, By Form, 2013-2020 (USD Million)
Table 104 North America: Organic Fruits & Vegetables Market Size, By Form, 2013-2020 (KT)
Table 105 North America: Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (USD Million)
Table 106 North America: Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (KT)
Table 113 Canada: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 114 Canada: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 115 Mexico: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 116 Mexico: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 117 Europe: Organic Fruits & Vegetables Market Size, By Country, 2013-2020 (USD Million)
Table 118 Europe: Organic Fruits & Vegetables Market Size, By Country, 2013-2020 (KT)
Table 119 Europe: Organic Fruits & Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 120 Europe: Organic Fruits & Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 121 Europe: Organic Fruits Market Size, By Crop, 2013-2020 (USD Million)
Table 122 Europe: Organic Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 123 Europe: Organic Leafy Greens Market Size, By Crop, 2013-2020 (USD Million)
Table 124 Europe: Organic Leafy Greens Market Size, By Crop, 2013-2020 (KT)
Table 125 Europe: Organic Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 126 Europe: Organic Leafy Greens Market Size, By Crop, 2013-2020 (KT)
Table 127 Europe: Organic Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 128 Europe: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 129 Europe: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 130 Europe: Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (USD Million)
Table 131 Europe: Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (KT)
Table 132 Europe: Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (KT)
Table 133 Europe: Fresh Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (USD Million)
Table 134 Europe: Fresh Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (KT)
Table 135 Europe: Organic Fruits & Vegetables Market Size, By Distribution Channel, 2013-2020 (USD Million)
Table 136 Europe: Organic Fruits & Vegetables Market Size, By Distribution Channel, 2013-2020 (KT)
Table 137 Germany: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 138 Germany: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 139 U.K.: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 141 France: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 142 France: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 143 Rest Of Europe: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 144 Rest Of Europe: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 147 Asia-Pacific: Organic Fruits & Vegetables Market Size, By Crop, 2013–2020 (USD Million)
Table 148 Asia-Pacific: Organic Vegetables (Fresh & Processed) Market Size, By Crop, 2013–2020 (KT)
Table 149 Asia-Pacific: Organic Fruits Market Size, By Crop, 2013–2020 (USD Million)
Table 150 Asia-Pacific: Organic Fruits Market Size, By Crop, 2013–2020 (KT)
Table 151 Asia-Pacific: Organic Vegetables Market Size, By Crop, 2013–2020 (USD Million)
Table 152 Asia-Pacific: Organic Vegetables Market Size, By Crop, 2013–2020 (KT)
Table 153 Asia-Pacific: Organic Leafy Greens Market Size, By Crop, 2013–2020 (USD Million)
Table 154 Asia-Pacific: Organic Leafy Greens Market Size, By Crop, 2013–2020 (KT)
Table 155 Asia-Pacific: Organic Vegetables Market Size, By Form, 2013–2020 (USD Million)
Table 156 Asia-Pacific: Organic Vegetables Market Size, By Form, 2013–2020 (KT)
Table 157 Asia-Pacific: Organic Fruits Market Size, By Form, 2013–2020 (USD Million)
Table 158 Asia-Pacific: Organic Fruits Market Size, By Form, 2013–2020 (KT)
Table 159 Asia-Pacific: Organic Fruits & Vegetables Market Size, By End Use, 2013–2020 (USD Million)
Table 161 Asia-Pacific: Fresh Consumption Of Organic Vegetables Market Size,
2013-2020 (KT)
Table 203 Row: Organic Fruits & Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 204 Row: Organic Fruits & Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 205 Row: Organic Fruits Market Size, By Crop, 2013-2020 (USD Million)
Table 206 Row: Organic Fruits Market Size, By Crop, 2013-2020 (KT)
Table 207 Row: Organic Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 208 Row: Organic Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 209 Row: Organic Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 210 Row: Organic Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 211 Row: Organic Vegetables Market Size, By Crop, 2013-2020 (USD Million)
Table 212 Row: Organic Vegetables Market Size, By Crop, 2013-2020 (KT)
Table 213 Row: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 214 Row: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 215 Row: Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (USD Million)
Table 216 Row: Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (KT)
Table 217 Row: Fresh Consumption Of Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (USD Million)
Table 218 Row: Fresh Consumption Of Organic Fruits & Vegetables Market Size, By End Use, 2013-2020 (KT)
Table 219 Row: Organic Fruits & Vegetables Market Size, By Distribution Channel, 2013-2020 (USD Million)
Table 221 South Africa: Organic Fruits & Vegetables Market Size, By Form, 2013-2020 (USD Million)
Table 222 South Africa: Organic Fruits & Vegetables Market Size, By Form, 2013-2020 (KT)
Table 223 Others In Row: Organic Fruits & Vegetables Market, By Form, 2013-2020 (USD Million)
Table 224 Others In Row: Organic Fruits & Vegetables Market, By Form, 2013-2020 (KT)
Table 225 Mergers & Acquisitions, 2010-2015
Table 226 New Product Launches, 2011-2015
Table 227 Expansions & Investments, 2010-2015
Table 228 Agreements And Joint Ventures, 2010-2015
Table 229 New Product Launches, 2011-2015
Table 230 Mergers & Acquisitions, 2010-2015

List Of Figures

Figure 1 Research Design
Figure 2 Key Data From Primary Sources
Figure 3 Key Data From Secondary Sources
Figure 4 Breakdown Of Primary Interviews, By Company Type, Designation, And Region
Figure 5 Market Size Estimation Methodology: Bottom-Up Approach
Figure 6 Market Size Estimation Methodology: Top-Down Approach
Figure 7 Market Breakdown & Data Triangulation
Figure 8 Organic Vegetables To Dominate The Organic Fruits And Vegetables Market
Figure 9 Fresh Organic Fruits And Vegetables To Register The Highest Cagr From 2015 To 2020
Figure 10 Consumption Of Organic Fruits And Vegetables In Food Processing Led The Market By End Use In 2014
Figure 11 Organic Fruits And Vegetables Market, By Distribution Channel, 2014
Figure 12 North America Is Estimated To Be The Largest Market For Organic Vegetables, 2015-2020 (Usd Million)
Figure 13 Organic Fruits & Vegetables Market Is Gaining Prominence
Figure 14 Organic Fruits & Vegetables Market Is Projected To Witness High Growth During The Forecast Period
Figure 15 U.S. Emerged As The Largest Market For Organic Fruits & Vegetables In North America
Figure 16 Variety Stores And Convenience Stores Are Projected To Be The Fastest-Growing Segments During The Forecast Period
Figure 17 Vegetables Dominated The Organic Fruits & Vegetables Market In 2014
Figure 18 Food Processing Dominated The Organic Fruits & Vegetables Market In 2014
Figure 19 Asia-Pacific Organic Fruits & Vegetables Market To Grow At The Highest Rate During The Forecast Period
Figure 20 Organic Fruits & Vegetables Market Segmentation, By Crop
Figure 21 Organic Fruits & Vegetables Market Segmentation, By Form
Figure 22 Organic Fruits & Vegetables Market Segmentation, By End Use
Figure 23 Organic Fruits & Vegetables Market Segmentation, By Distribution Channel
Figure 24 Increased Concern About Food Quality And Food Safety To Drive The Organic Fruits & Vegetables Market
Figure 25 Organic Production And Processing Adds Major Value To The Final Product
Figure 26 Organic Fruits & Vegetables Market: Porter’S Five Forces Analysis
Figure 27 Organic Fruits & Vegetables Market, By Crop
Figure 28 Organic Vegetables To Hold The Largest Market Share By 2020
Figure 29 Banana To Account For The Largest Market Share By 2020
Figure 30 North America Led The Global Organic Fruits Market In 2014

Figure 31 Apple Market To Witness The Highest Growth In Asia-Pacific
Figure 32 North America Led The Organic Orange Market In 2014
Figure 33 Banana Market To Account For Largest Market Share In North America By 2020
Figure 34 North America Dominated The Organic Grapes Market In 2014
Figure 35 Others Market To Witness Highest Growth In Asia-Pacific
Figure 36 Vegetables Market Held The Largest Market Size In 2014 And Likely To Dominate In The Near Future
Figure 37 North America To Account For The Largest Market Share By 2020
Figure 38 Organic Kale To Witness The Fastest Growth From 2015 To 2020
Figure 39 North America Led The Leafy Greens Market In 2014
Figure 40 Spinach Market To Account For The Largest Share In North America By 2020
Figure 41 North America Was The Market Leader For Organic Kale In 2014
Figure 42 North America Is Projected To Be The Largest Market For Organic Chard Between 2015 & 2020
Figure 43 North America Is Projected To Be The Largest Market For Organic Lettuce Between 2015 & 2020
Figure 44 Market For Other Organic Leafy Greens Was Dominated By North America In 2014
Figure 45 Broccoli & Cauliflower To Witness The Fastest Growth During 2015 To 2020
Figure 46 North America Estimated To Be The Largest Market For Vegetables By 2020
Figure 47 Europe Is Projected To Have The Largest Market For Organic Broccoli & Cauliflower By 2020
Figure 48 Europe Dominated The Market For Organic Tomatoes In 2014
Figure 49 Europe Estimated To Be The Largest Market For Organic Carrots
Figure 50 North America Is Projected To Be The Largest Market For Organic Beetroot
Figure 51 North America Is Projected To Have The Largest Market Size By 2020
Figure 52 Organic Cabbage Market To Witness Highest Market Size In Europe
Figure 53 Asia-Pacific Estimated To Witness The Highest Cagr From 2015 To 2020
Figure 54 North America Estimated To Be The Largest Market For Others By 2020
Figure 55 Organic Fruits & Vegetables Market, By Form
Figure 56 Puree Segment To Witness The Fastest Growth
Figure 57 Fresh Segment In Europe To Lead The Market By 2020
Figure 58 Fruits & Vegetables Puree In Asia-Pacific To Grow At Highest Rate
Figure 59 North America Expected To Lead The Powdered Organic Vegetables Market
Figure 60 Frozen Organic Fruits & Vegetables In North America To Lead The Market By 2020
Figure 61 North America Expected To Lead The Other Forms Of Organic Vegetables Market
Figure 62 Organic Fruits & Vegetables Market, By End Use
Figure 63 Fresh Consumption Segment To See The Faster Growth
Figure 64 Food Service Segment To Grow At Higher Rate
Figure 65 Fresh Consumption Segment In Europe To Lead The Market
Figure 66 Asia-Pacific Market For Organic Fruits & Vegetables In Retail To Grow At Highest Rate Between 2015 & 2020
Figure 67 North America Expected To Lead The Organic Fruits & Vegetables Market In Food Service, 2015 To
Figure 107 Organic Vegetables Segment To Witness Fastest Growth In The Asia-Pacific Market
Figure 108 Banana Segment To Be The Largest Segment In Asia-Pacific Organic Fruits Market By 2020
Figure 109 Leafy Greens Segment To Witness Fastest Growth In Asia-Pacific Organic Vegetables Market
Figure 110 Kale Segment To Witness The Highest Cagr In Asia-Pacific Organic Vegetables Market
Figure 111 Kale Segment To Witness Fastest Growth In Asia-Pacific Organic Vegetables Market
Figure 112 Fresh Organic Vegetables To Lead The Market In Asia-Pacific, 2014 Vs. 2020
Figure 113 Organic Fruits & Vegetables In Food Processing Market To Remain The Largest Segment By 2020
Figure 114 Organic Fruits & Vegetables In Retail Market To Remain The Larger Segment By 2020
Figure 115 Supermarket/Hypermarket To Be The Largest Segment Of Organic Fruits & Vegetables Market By 2020
Figure 116 Powdered Organic Vegetables To Be The Fastest-Growing Segment Of The Market In China
Figure 117 Fresh Organic Fruits & Vegetables To Be The Largest Segment Of The Market In Japan
Figure 118 Organic Vegetable Purees To Be The Fastest-Growing Segment Of The Market In India
Figure 119 Powdered Organic Vegetables To Be The Fastest-Growing Segment Of The Market In China
Figure 120 Fresh To Be The Largest Segment Of The Market In Rest Of Asia-Pacific
Figure 121 Argentina Is Expected To Be The Fastest-Growing Market For Organic Fruits & Vegetables
Figure 122 Organic Fruits Segment To Witness Fastest Growth In Latin American Organic Fruits & Vegetables Market
Figure 123 Banana Segment To Grow At The Fastest Cagr In Latin American Organic Fruits Market
Figure 124 Leafy Greens Segment To Witness Fastest Growth In Latin American Organic Vegetables Market
Figure 125 Lettuce Segment To Witness Fastest Growth In Latin American Organic Vegetables Market
Figure 126 Potato Segment To Witness Fastest Growth In Latin American Organic Vegetables Market
Figure 127 Powdered Organic Fruits & Vegetables To Witness The Fastest Growth In Latin America
Figure 128 Food Processing End Use Segment To Remain The Largest Segment In Organic Fruits & Vegetables Market By 2020
Figure 129 Fresh Organic Fruits & Vegetables Consumption Through Retail Market To Remain The Largest Segment By 2020
Figure 130 Hypermarket/Supermarket To Remain The Largest Segment In Organic Fruits & Vegetables Market By Distribution Channel By 2020
Figure 131 Fresh Vegetables Dominated Organic Fruits & Vegetables Market, By Form
Figure 132 Fresh Vegetables Lead The Organic Vegetables Market, By Form In Argentina
Figure 133 Fresh Form Of Organic Fruits & Vegetables Leads The Organic Fruits & Vegetables Market In Rest Of Latin America
Figure 134 South Africa Is Expected To Be The Largest Market For Organic Vegetables
Figure 135 Organic Fruits Segment To Witness Fastest Growth In Row Organic Fruits & Vegetables Market
Figure 136 Orange Segment To Witness Fastest Growth In Row Organic Fruits & Vegetables Market
Figure 137 Leafy Greens Segment To Witness Fastest Growth In Row Organic Vegetables Market
Figure 138 Kale Segment To Witness Fastest Growth In Row Organic Vegetables Market
Figure 139 Potato Segment To Dominate The Organic Vegetables Market Segment By 2020
Figure 140 Organic Fruits & Vegetables Puree Segment To Witness The Fastest Growth In Row
Figure 141 Processed Organic Fruits & Vegetables Market To Remain
The Largest Segment By 2020
Figure 142 Organic Fruits & Vegetables In Food Service Segment To Grow At Highest CAGR From 2015 To 2020
Figure 143 Organic Vegetables In Supermarkets/Hypermarkets Market To Remain The Largest Segment By 2020
Figure 144 The Frozen Segment Leads The South Africa Organic Fruits & Vegetables Market, By Form
Figure 145 Fresh Vegetables Lead The Organic Fruits & Vegetables Market, By Form In Others In Row
Figure 146 Companies Adopted Mergers And Acquisitions As Their Key Growth Strategies From 2010 To 2015
Figure 147 Key Growth Strategies In The Global Organic Fruits & Vegetables Market, 2010-2015
Figure 148 Maximum Developments Were Observed In 2014
Figure 149 Geographic Revenue Of Top Four Market Players
Figure 150 The Whitewave Foods Company: Company Snapshot
Figure 151 Swot Analysis
Figure 152 H. J. Heinz Company: Company Snapshot
Figure 153 Swot Analysis
Figure 154 Csc Brands Lp: Company Snapshot
Figure 155 Swot Analysis
Figure 156 General Mills, Inc.: Company Snapshot
Figure 157 Swot Analysis

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