Organic Fruits And Vegetables Market -By Type (Organic Fruits, Organic Vegetables); By Form (Puree, Powdered, Frozen, Fresh and Others); By End-User (Retail, Food Service, Food Processing and Others) & Geography - Forecast (2016-2021)

Description: Organic agriculture can be usually termed as farming without chemical fertilizers and pesticides. In organic agriculture, living organism is closely linked with each other. The growing concern of people pertaining to pesticides, additives, antibiotics or other chemical residues is the major factor why people are shifting towards the consumption of organically generated food products. Some factors which directly influence the organic fruits and vegetables market are quality of the product, food safety as well as overall perceived value. Organic foods are generally considered as a substitute to conventional food for customers who are worried about food safety and quality.

Major types of organic food and vegetables commercially available are orange, banana, apple, spinach, kale, organic lettuce, organic potatoes, organic tomatoes, organic cabbage and more. The report also focuses on different geographic regions and the key countries in terms of changing trends in organic food and vegetables market in various fields.

The global market for organic vegetables and fruits was projected to be $XX billion in 2015 and is forecast to grow at a CAGR of XX%. It is anticipated to reach $XX billion by 2021. The organic vegetables and fruits are anticipated to have the highest growth of X% during the forecast period 2016-2021. Food & beverage industry is the major end-users for Organic vegetables and fruits market. Organic vegetables and fruits are the most common type of organic food commercially available in the market. The market for organic food and vegetables is growing rapidly owing to its numerous health benefits and food safety reasons.

The end user industry is the major driver for the the organic fruits and vegetables market to grow. Organic fruits and vegetables are distributed through various channels like retail, food service, food processing and more. Americas dominated the global organic fruits and vegetables market. The industrial development in this region is all set to drive the demand of organic fruits and vegetables. Major players involved in this market are mainly concentrating on R&D initiatives and new product developments to cater the needs of customers. Moreover, booming organic food industry will directly impact the demand of the organic fruits and vegetables over the foreseeable period.

Americas observed the highest growth in the overall organic fruits and vegetables market owing to the implementation of the National Organic Programme (NOP). This NOP has elevated the use of organic products in mainstream retailers. Europe is also a growing market pertaining to organic fruits and vegetables. APAC, especially China is the also a growing market for organic fruits owing to the surge in health consciousness among people. Production and consumption of organic crops is increasing tremendously in Asia, in both China and India and are becoming worldwide manufacturers of organic crops. The global organic fruits and vegetables market is evaluated based on key attributes such as type, end-user and others. Each of the segmentations in the report has been studied to give comprehensive analysis of global organic fruits and vegetables market. The overall market has also been consolidated from the perspective of different geographic locations into standard geographic regions and key economies for this market. Additionally, this report encompasses opportunity analysis, porter analysis, pricing analysis and market forces such as drivers, constraints and challenges that are involved to drive the overall market. The key players profiled in this report are H.J. Heinz Company, General Mills, Inc., Organic Valley Family of Farms, Iceland Foods Ltd and others. This report gives detailed information about the product value chain right from the beginning which includes raw materials till end-use. The market is analyzed based on the key attributes such as the power in the hands of producers and consumers, analysis on the degree of competition, and threats from substitutes and new entrants. The study includes the demand of this particular market on a global and regional scale for a six year period of 2016-2021, both in terms of volume(kilo tons) and revenue($ million).
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