

Organic Fruits and Vegetables Market Revenues to Reach USD 68.15 billion by 2028 - Market Size, Share, Forecasts, & Trends Analysis Report by Mordor Intelligence

According to a new market research report titled "[Organic Fruits and Vegetables Market Report \(2023-2028\)](#)," the market is estimated at USD 41.91 billion in 2023. It is expected to register a CAGR of 10.21% during the forecast period.

Organic fruits and vegetables are grown without synthetic pesticides. Growing consumer awareness about healthy diets and changing lifestyles and food habits are driving the growth of the organic fruits and vegetables market globally. Busy working schedules are leading people to rely on organic fruits and vegetables to meet their daily nutrient requirements. Small and mid-sized food product manufacturing companies are investing more in healthy products. The rise of the internet of things, globalization, and online shopping trends are contributing to the growth of the market. However, high prices of organic labeled products and unclear regulatory guidelines are challenges.

Report Summary:

Report Attribute	Details
Market Size (2023)	USD 41.91 billion
Market Size (2028)	USD 68.15 billion
CAGR (2023-2028)	10.21%
Study Period	2018-2028
Fastest Growing Market	Asia-Pacific
Largest Market	North America
Forecast Units	Value (USD billion)
Report Scope	Market Dynamics, Revenue Forecast and Segmentation, Competitive Landscape and Recent Developments, Market Growth, Future Opportunities, and Trends
Key Market Drivers	Government initiatives to promote organic farming.
	Growing health awareness and investments.

Key Highlights from the Global Organic Fruits and Vegetables Market Report:

Increasing Area Under Organic Farming

- The area under organic cultivation is increasing globally, with approximately 7.6% growth from 2018 to 2021, according to the Research Institute of Organic Agriculture FiBL.
- The growth of organic farming is driven by food safety concerns, environmental sustainability, and the demand for organic products.
- Increasing demand for organic products, including fruits and vegetables, is encouraging farmers to switch from conventional to organic farming practices. Regional regulatory bodies are providing funds to support farmers in transitioning to organic farming methods.

- Supermarkets and food store chains are expanding their offerings of organic food due to rising demand and competitive prices. Organic farming is experiencing growth with the help of supportive government initiatives, particularly in export-oriented countries like India.

North America Leading the Market

- North America holds the largest market share in the organic fruits and vegetables market. The region is expected to continue its dominance in the market in the coming years due to rising disposable income, increased consumer awareness of health, and a focus on sustainable development.
- The emphasis on sustainable development is promoting organic farming in North America, which uses natural fertilizers like manure and compost, leading to improved soil quality.
- Skincare and beauty care brands in North America are introducing products with organic labels, utilizing ingredients like almonds, strawberries, apples, grapes, carrots, oats, and aloe vera, driving the growth of the market in the region.

What are the Latest Developments in the Global Organic Fruits and Vegetables Market?

- In August 2022, the USDA launched a USD 300 million organic transition initiative to aid organic farmers, producers, and supply chains.
- In August 2022, in Himachal Pradesh, India, women farmers formed the Solan Natural Farmer Producer Company to market organic vegetables and fruits.
- In April 2022, the Haryana Agriculture Department launched a dedicated organic farming portal to assist farmers with product certification, marketing, and branding.

Other Reports That Might Be of Your Interest:

- [Canned Fruits Market Report](#) - The global canned fruits market size is expected to grow from USD 10.46 billion in 2023 to USD 12.93 billion by 2028, at a CAGR of 4.34% during the forecast period (2023-2028).
- [Argentina Fruits and Vegetables Market Report](#) - The Argentine fruits and vegetable market is projected to register a CAGR of 4.5% over the next five years.

Mordor Intelligence has Segmented the Global Organic Fruits and Vegetables Market Based on Fruits, Vegetables, and Geography.

- By Fruits (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Banana
 - Apple
 - Berries
 - Grapes
 - Kiwi
 - Other Fruits
- By Vegetables (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Leafy Vegetables
 - Tomato

- Potato
- Other Vegetables
- By Geography (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - North America
 - United States
 - Canada
 - Mexico
 - Rest of North America
 - Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Austria
 - Spain
 - Belgium
 - Rest of Europe
 - Asia-Pacific
 - India
 - China
 - Japan
 - Australia
 - Rest of Asia-Pacific
 - South America
 - Brazil
 - Argentina
 - Rest of South America
 - Africa
 - South Africa
 - Egypt
 - Rest of Africa

In a nutshell, the Mordor Intelligence market research report is a must-read for start-ups, industry players, investors, researchers, consultants, business strategists, and all those who are looking to understand this industry. Get a glance at the [Global Organic Fruits and Vegetables Market Report \(2023-2028\)](#).

Mordor Intelligence constantly tracks industry trends. Some relevant market reports from the analysts that might be of interest to you:

- [Organic Soap Market Report](#) - The global organic soap market size is expected to grow from USD 0.72 billion in 2023 to USD 1.10 billion by 2028, at a CAGR of 8.74% during the forecast period (2023-2028).
- [Organic Tea Market Report](#) - The global organic tea market is projected to register a CAGR of 5.75% in the next few years.

- [Organic Fish Market Report](#) - The global organic fish market is projected to register a CAGR of 6.8% over the next five years.

About Mordor Intelligence:

[Mordor Intelligence](#) is a market intelligence and advisory firm. At Mordor Intelligence, we believe in predicting butterfly effects that have the potential to change or significantly impact market dynamics.

Our market research reports are comprehensive and provide exclusive data, facts and figures, trends, and the competitive landscape of the industry.