

# WORLD BLUEBERRY MARKET SUPPLY, DEMAND AND FORECAST

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# EXECUTIVE SUMMARY

Today, blueberries are highly valued the world over for their vitamin, mineral and antioxidant content, which is very beneficial to one's health.

Traditionally consumed in markets such as the United States, Russia and some European countries such as Germany and the United Kingdom, blueberries have been gaining popularity in these and other new markets. People throughout the world are discovering blueberries. In Europe and Asia, especially in the United Kingdom and China, consumption of this fruit has shown noteworthy growth due to the fact that these countries are learning about the properties of blueberries.

In the case of Latin America, it is estimated that this region will become an important market for the production and consumption of blueberries. Increased exports to Asia are projected.

Forecasts show that global volumes of fresh blueberries will increase approximately 40% during the 2013-2018 period, exceeding the one million ton mark in 2018. Singapore, Philippines, Norway, Malaysia and Sweden are also considered potential markets to drive this growth.

Given this outlook for the blueberry market, producers in different parts of the world, as well as traders, are increasingly interested in this fruit. It has enormous worldwide growth potential in the long term as there are still many underexploited markets. In addition, there is greater appreciation of this fruit, due to its being considered a "super fruit."

With regard to their industrialization, blueberries can currently be found in more than 1,300 new products in over 50 categories. Blueberries are increasingly found in the world market, where Europe is the region with the greatest diversity of blueberry-based products, followed by North America and the Asia Pacific region. This trend of industrializing the fruit offers producers the benefit of creating awareness among consumers about the value of blueberries, thereby encouraging them to try these products.

With the trends identified, in addition to increasing health consciousness on the part of consumers and growing demand from the middle class for better quality food, blueberries offer one of the best opportunities to benefit in the medium-term for producers interested in increasing their per-hectare revenue and participating in a market that offers low volatility and more consistent growth than that of traditional crops.