

# WORLD POMEGRANATE MARKET SUPPLY, DEMAND AND FORECAST

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Due to the foregoing, growth expectations for the pomegranate market are encouraging, since the market is demanding – and is expected to continue to demand – an increasing amount of “super fruits” because of their health and beauty benefits, which pomegranates offer in abundance.

The markets that now have good prospects for increasing their consumption of pomegranate, and thus represent an opportunity for both established and emerging exporters, are the European markets, especially Germany, and the United States.

However, current production and shipments are beginning to saturate existing and consolidated markets such as Europe, the United States and the Middle East. Therefore, pomegranate producers and traders are currently searching for new destinations for pomegranates. The Asian market represents the greatest opportunities, since as a result of different research projects, these markets are developing new products using this fruit. For this reason, they require an increasing volume of fresh pomegranate, as well as pomegranate juice.