

Fresh Vegetables Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Seeds, Seed Treatment & Produce (Agriculture & Agribusiness)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/fresh-vegetables-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 757.15 million
Projected Forecast (2031)	USD 757.15 million
Growth Rate (CAGR)	3.10 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Fresh Vegetables Market Size](images/chart_2.png)

![Fresh Vegetables Market Growth Rate by Region](images/chart_3.png)

![Icon](images/chart_4.png)

![footer background image](images/chart_6.png)

![Mordor Intelligence on Facebook](images/chart_8.svg)

![Mordor Intelligence on Pinterest](images/chart_10.svg)

![Mordor Intelligence on Instagram](images/chart_11.svg)

![ESOMAR](images/chart_13.png)

![GPTW](images/chart_15.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview	Study Period 2021 - 2031
	Forecast Data Period 2026 - 2031
	Market Size (2026) USD 757.15 Million
	Market Size (2031) USD 883.62 Million
	Growth Rate (2026 - 2031) 3.10 %
	Fastest Growing Market Africa
	Largest Market Asia Pacific

Market Overview

Fresh Vegetables Market Analysis by Mordor IntelligenceThe fresh vegetables market size is projected to grow from USD 734.10 billion in 2025 to USD 757.15 billion in 2026 and reach USD 883.62 billion by 2031, at a CAGR of 3.10% during 2026-2031. According to the OECD-FAO outlook, global fresh vegetable production is anticipated to reach 1,204 million metric tons by 2033, reflecting consistent moderate growth. The fresh vegetables market is driven by rising health-conscious consumption, government initiatives focused on nutrition and food security, and increased investment in cold chain infrastructure along major trade routes. Demand

is also becoming more resilient as vegetables are increasingly regarded as an essential component of daily diets in economies undergoing nutritional transition. However, the market continues to face challenges from post-harvest losses, fertilizer prices that increased by 10% to USD 336 per metric ton in 2024, water stress in major producing regions, and persistent productivity gaps between technology-enabled farming systems and traditional growing belts.

Key Report Takeaways* By geography, Asia-Pacific is the largest region, accounting for 45.6% of the fresh vegetables market share in 2025, while Africa is projected to be the fastest-growing region, with a 5.1% CAGR from 2026 to 2031.

Key Market Trends

Market Trends and Insights
Drivers Impact Analysis of Fresh Vegetables Market*
Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Rising health consciousness and dietary shift toward nutrient-dense foods | +0.8% | Global, strongest in North America, Europe, and urban Asia-Pacific | Medium term (2-4 years) |
Urbanization and expanding middle-class demand in emerging economies | +0.7% | Asia-Pacific core, Africa, and the Middle East | Long term (≥ 4 years) |
Cold chain infrastructure investment and e-commerce channel growth | +0.5% | North America and Europe, expanding into the Asia-Pacific and Africa | Medium term (2-4 years) |
Government subsidies and national food security programs | +0.4% | Global, concentrated in North America, India, and South Africa | Short term (≤ 2 years) |
Precision agriculture and controlled environment agriculture technologies | +0.3% | North America, Europe, the Middle East, and high-tech Asia-Pacific markets | Long term (≥ 4 years) |
Food service sector growth and institutional procurement | +0.3% | Global, urban-concentrated across all regions | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The global fresh vegetables market remains fragmented, with thousands of regional growers, cooperatives, and national distributors rather than a small group of dominant firms. Greenyard, Fresh Del Monte Produce, and Grimmway Produce Group compete mainly through logistics reach, grower networks, and retailer relationships instead of pure product differentiation. This structure keeps concentration low at the farm level, but it creates stronger scale advantages in distribution, packing, and cross-border handling. Greenyard's 2025 delisting and the later majority investment from Solum Partners showed that private capital is moving into the sector to support longer-horizon supply chain upgrades. That change is consistent with a fresh vegetables market where ownership is spreading across capital providers even as operational scale becomes more important.

Technology is becoming the clearest dividing line inside the fresh vegetables market, especially for leafy greens, vine tomatoes, and other fast-turn categories. Controlled environment agriculture operators such as NatureSweet, BrightFarms, and Nature Fresh Farms are using greenhouse scale and year-round consistency to challenge field-grown supply in North America. BrightFarms began shipping from its 1.5 million-square-foot greenhouse in Macon, Georgia, in March 2025, expanding its reach across a large share of the United States consumer base.

Brand integration is also becoming more relevant in the fresh vegetables market. Fresh Del Monte Produce completed the acquisition of select Del Monte Foods assets for USD 285 million in March 2026, which reunited the Del Monte brand under one owner for the first time in nearly 4 decades. The fresh vegetables market still leaves large openings in Sub-Saharan African cold chain logistics, digital traceability, and premium low-residue export supply, but access to those spaces w

ill increasingly favor operators with stronger capital, certification, and systems.

Component Component 3 Scope Of The Report Bottom

Global Fresh Vegetables Market Report ScopeFresh vegetables are edible plant parts harvested in their natural state, characterized by high water content, natural taste, and a rich nutrient profile. The Fresh Vegetables Market Report is segmented by geography into North America, Europe, Asia-Pacific, the Middle East, and Africa. It includes analyses of production (volume), consumption (value and volume), imports (value and volume), exports (value and volume), wholesale price trends and forecasts, the regulatory framework, logistics and infrastructure, seasonality, and profiles of key market players. The market forecasts are provided in terms of value (USD) and volume (metric tons).

By GeographyNorth America | United States | Production Analysis (Area Harvested, Yield, and Production Volume) |
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Canada	Production Analysis (Area Harvested, Yield, and Production Volume)
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Europe	France
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Germany	Production Analysis (Area Harvested, Yield, and Production Volume)
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis

	Italy	Production Analysis (Area Harvested, Yield, and Production Volume)		
		Consumption Analysis (Consumption Value and Volume)		
		Import Market Analysis (Import Value, Volume, and Key Supplying Markets)		
		Export Market Analysis (Export Value, Volume, and Key Destination Markets)		
		Wholesale Price Trend Analysis and Forecast		
		Regulatory Framework		
		List of Key Players		
		Logistics and Infrastructure		
		Seasonality Analysis		
	Russia	Production Analysis (Area Harvested, Yield, and Production Volume)		
		Consumption Analysis (Consumption Value and Volume)		
		Import Market Analysis (Import Value, Volume, and Key Supplying Markets)		
		Export Market Analysis (Export Value, Volume, and Key Destination Markets)		
		Wholesale Price Trend Analysis and Forecast		
		Regulatory Framework		
		List of Key Players		
		Logistics and Infrastructure		
		Seasonality Analysis		
Asia-Pacific	China	Production Analysis (Area Harvested, Yield, and Production Volume)		
		Consumption Analysis (Consumption Value and Volume)		
		Import Market Analysis (Import Value, Volume, and Key Supplying Markets)		
		Export Market Analysis (Export Value, Volume, and Key Destination Markets)		
		Wholesale Price Trend Analysis and Forecast		
		Regulatory Framework		
		List of Key Players		
		Logistics and Infrastructure		
		Seasonality Analysis		
	India	Production Analysis (Area Harvested, Yield, and Production Volume)		
		Consumption Analysis (Consumption Value and Volume)		
		Import Market Analysis (Import Value, Volume, and Key Supplying Markets)		
		Export Market Analysis (Export Value, Volume, and Key Destination Markets)		
		Wholesale Price Trend Analysis and Forecast		
		Regulatory Framework		
		List of Key Players		
		Logistic and Infrastructure		
		Seasonality Analysis		
	Japan	Production Analysis (Area Harvested, Yield, and Production Volume)		
		Consumption Analysis (Consumption Value and Volume)		
		Import Market Analysis (Import Value, Volume, and Key Supplying Markets)		
		Export Market Analysis (Export Value, Volume, and Key Destination Markets)		
		Wholesale Price Trend Analysis and Forecast		
		Regulatory Framework		
		List of Key Players		
		Logistics and Infrastructure		
		Seasonality Analysis		
South America	Brazil	Production Analysis (Area Harvested, Yield, and Production Volume)		
		Consumption Analysis (Consumption Value and Volume)		
		Import Market Analysis (Import Value, Volume, and Key Supplying Markets)		

| | Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Argentina	Production Analysis (Area Harvested, Yield, and Production Volume)
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Middle East	Saudi Arabia
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
United Arab Emirates	Production Analysis (Area Harvested, Yield, and Production Volume)
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Oman	Production Analysis (Area Harvested, Yield, and Production Volume)
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Africa	Kenya
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast

	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
Egypt	Production Analysis (Area Harvested, Yield, and Production Volume)
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis
South Africa	Production Analysis (Area Harvested, Yield, and Production Volume)
	Consumption Analysis (Consumption Value and Volume)
	Import Market Analysis (Import Value, Volume, and Key Supplying Markets)
	Export Market Analysis (Export Value, Volume, and Key Destination Markets)
	Wholesale Price Trend Analysis and Forecast
	Regulatory Framework
	List of Key Players
	Logistics and Infrastructure
	Seasonality Analysis

Frequently Asked Questions

Which region leads to global demand for fresh vegetables?

Asia-Pacific leads with 45.6% of global value in 2025, supported by very large production in China and India and high domestic consumption.

Which region is growing the fastest through 2031?

Africa is the fastest-growing region with a projected 5.1% CAGR through 2026 to 2031, driven by urbanization, population growth, and rising investment in cold chain and export capacity.

What is the main demand driver behind higher vegetable consumption?

Health-oriented eating patterns are a major driver, reinforced by government support programs and stronger clinical interest in vegetable-rich diets.

What are the biggest supply risks affecting growers and distributors?

The main risks are post-harvest losses, water scarcity, volatility in fertilizer costs, and tougher food safety compliance requirements in export markets.