

Global Date Palm Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 18.6 bn
Forecast (2031)	USD 25.7 bn
CAGR (2021-2031)	5.5%
Study period	2021-2031
Largest region	Middle East and Africa · 55.8%
Fastest-growing region	Europe · 7.2%
Market concentration	Low
Licence	Individual / Company

The global date palm market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Middle East and Africa accounted for XX% of market value, supported by concentrated production, high per-capita consumption and government-backed export development. Premium varieties, branded retail packs and date-derived ingredients are increasing value realization beyond bulk commodity channels. Europe is the fastest-growing regional market as importers broaden dates from seasonal ethnic demand into year-round snacking, bakery and natural-sweetener applications.

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Executive summary

The global date palm market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Middle East and Africa accounted for XX% of market value, supported by concentrated production, high per-capita consumption and government-backed export development. Premium varieties, branded retail packs and date-derived ingredients are increasing value realization beyond bulk commodity channels. Europe is the fastest-growing regional market as importers broaden dates from seasonal ethnic demand into year-round snacking, bakery and natural-sweetener applications.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global date palm market generated USD XXX billion in 2025 and is forecast to reach USD XXX billion in 2031.
- World date production totaled approximately XXX tonnes in 2022, with Egypt, Saudi Arabia and Algeria producing a combined XXX tonnes, according to FAOSTAT.
- Saudi Arabia produced XXX tonnes of dates from more than XXX palms in 2024, according to the General Authority for Statistics.
- Saudi date exports reached SAR XXX in 2024, increased XX% year over year and reached 133 countries, according to the National Center for Palms and Dates.
- Reported global exports of fresh and dried dates under HS 080410 totaled USD XXX billion and approximately XXX tonnes in 2024, according to UN Comtrade.
- Whole dates retained XX% of market value in 2025, while date paste, syrup, powder and other ingredients are forecast to grow at XX% annually.
- Conventional dates represented XX% of value in 2025, but certified organic dates are forecast to expand at a XX% CAGR.
- Middle East and Africa held XX% of 2025 market value; Europe is forecast to grow fastest at XX% annually through 2031.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Date Palm Market Trends and Growth Drivers

Date palm economics are separating into three value pools: high-volume domestic fruit, export-grade named varieties and application-specific ingredients. The first depends on yield and distribution efficiency; the second on size, appearance, provenance and cold-chain execution; the third on consistency, processing functionality and year-round contracting.

Demand is broadening beyond traditional consumption occasions. Retailers are positioning dates as a minimally processed snack, while manufacturers use paste, syrup and powder to provide sweetness, texture and binding with a recognizable ingredient declaration. This transition improves utilization of small and visually imperfect fruit without weakening premium whole-fruit pricing.

Supply growth faces structural limits from water availability, orchard maturation periods and pest exposure. Investment is therefore shifting toward yield stability, precision irrigation, digital surveillance, post-harvest loss reduction and higher recovery from each harvested tonne.

Growth drivers

Clean-label sweetener substitution

Food manufacturers are replacing refined sugar and glucose syrups with date paste, syrup and powder in snack bars, bakery fillings, sauces and dairy alternatives. The shift raises utilization of industrial grades, improves whole-crop economics and creates demand that is less seasonal than whole-fruit consumption.

Healthy snacking adoption

Dates combine portability, natural sweetness and a recognizable single-ingredient label, positioning the fruit within premium snacking assortments. Pitted packs, portion formats and nut-filled products are expanding trial among consumers beyond traditional date-eating households.

Premium varietal trading

Medjool, Ajwa, Sukkari and other recognized varieties command higher realization through size grading, origin claims and gifting presentation. Exporters with controlled orchards and consistent post-harvest protocols are capturing a widening premium over mixed or ungraded bulk fruit.

Export infrastructure investment

Saudi Arabia, the United Arab Emirates, Egypt, Morocco and Jordan are expanding packing, fumigation, cold-storage and market-development capabilities. These investments lower rejection risk, extend selling seasons and enable producers to reach higher-value destinations directly.

Digital and modern retail access

Online grocery, marketplace sellers and branded direct-to-consumer channels provide greater visibility for premium varieties and gift boxes. Modern retail also accelerates adoption of standardized weights, nutrition panels and resealable packaging, lifting unit values.

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Post-harvest technology gains

Optical sorting, controlled-temperature storage, hygienic pitting and improved moisture management reduce losses and produce more uniform export lots. Greater recovery of cosmetically imperfect fruit for ingredient processing further raises pack-out economics.

Restraints

Water scarcity and salinity

Date palms tolerate arid conditions but commercial yields and fruit quality still depend on reliable irrigation. Aquifer pressure, salinity and higher pumping costs constrain orchard expansion and favor producers able to deploy drip irrigation, soil monitoring and water reuse.

Red palm weevil exposure

Red palm weevil can remain concealed inside trunks until damage is advanced, increasing surveillance and removal costs. Orchard losses and restrictions on plant-material movement raise replacement costs and threaten productivity where coordinated monitoring is weak.

Fragmented quality standards

Smallholder supply often varies in moisture, size, maturity, pesticide documentation and handling conditions. Packers must invest in aggregation, testing and regrading, while inconsistent lots limit access to premium private-label and ingredient contracts.

Seasonality and working capital

Demand peaks around Ramadan and gifting occasions, while harvest and customer calendars do not always align. Exporters carry refrigerated inventory and finance packaging for extended periods, increasing exposure to price discounting and quality deterioration.

Border compliance costs

Maximum-residue limits, phytosanitary certification, traceability and destination-specific labeling create fixed costs for exporters. Smaller packers face disproportionate testing and documentation burdens, reinforcing the advantage of audited integrated suppliers.

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Driver and Restraint Impact on the Date Palm Market Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Clean-label sweetener substitution	XXX	XXX	XXX
Healthy snacking adoption	XXX	XXX	XXX
Premium varietal trading	XXX	XXX	XXX
Export infrastructure investment	XXX	XXX	XXX
Digital and modern retail access	XXX	XXX	XXX
Post-harvest technology gains	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Water scarcity and salinity	XXX	XXX	XXX
Red palm weevil exposure	XXX	XXX	XXX
Fragmented quality standards	XXX	XXX	XXX
Seasonality and working capital	XXX	XXX	XXX
Border compliance costs	XXX	XXX	XXX

Source: XXX

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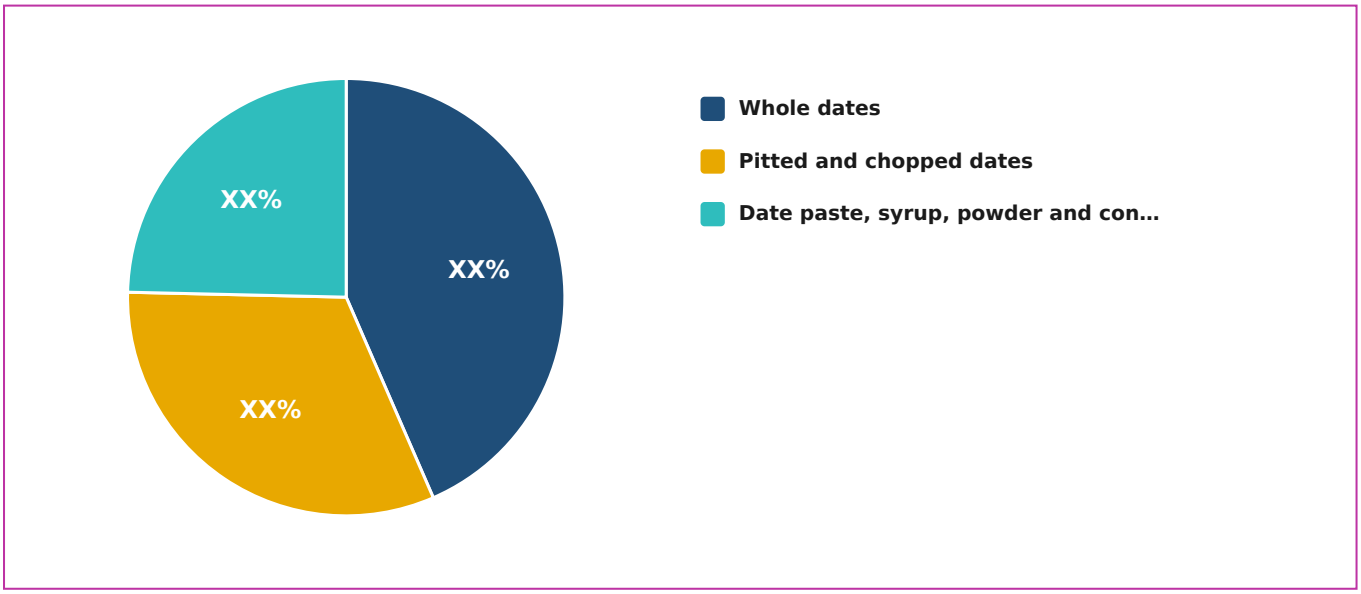
Date Palm Market Segmentation by Product, Variety and Channel

By Product Form

Whole fresh and dried dates dominate household consumption, religious occasions and premium gifting. Pitted and chopped formats are gaining share in convenience retail and foodservice. Paste, syrup, powder and concentrates form the fastest-growing group because they provide label-friendly sweetness, binding and flavor for industrial applications.

Value share by product Form, 2025



Source: XXX

Value by product Form, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Whole dates	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pitted and chopped dates	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Date paste, syrup, powder and concentrates	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Variety

The category remains varietally diverse because local cultivars dominate producer-country consumption. Medjool commands the strongest international premium and benefits from investment in Morocco, Jordan, Israel, Mexico and the United States. Deglet Noor retains a strong European franchise, while Ajwa and Sukkari benefit from religious association, gifting and Gulf retail demand.

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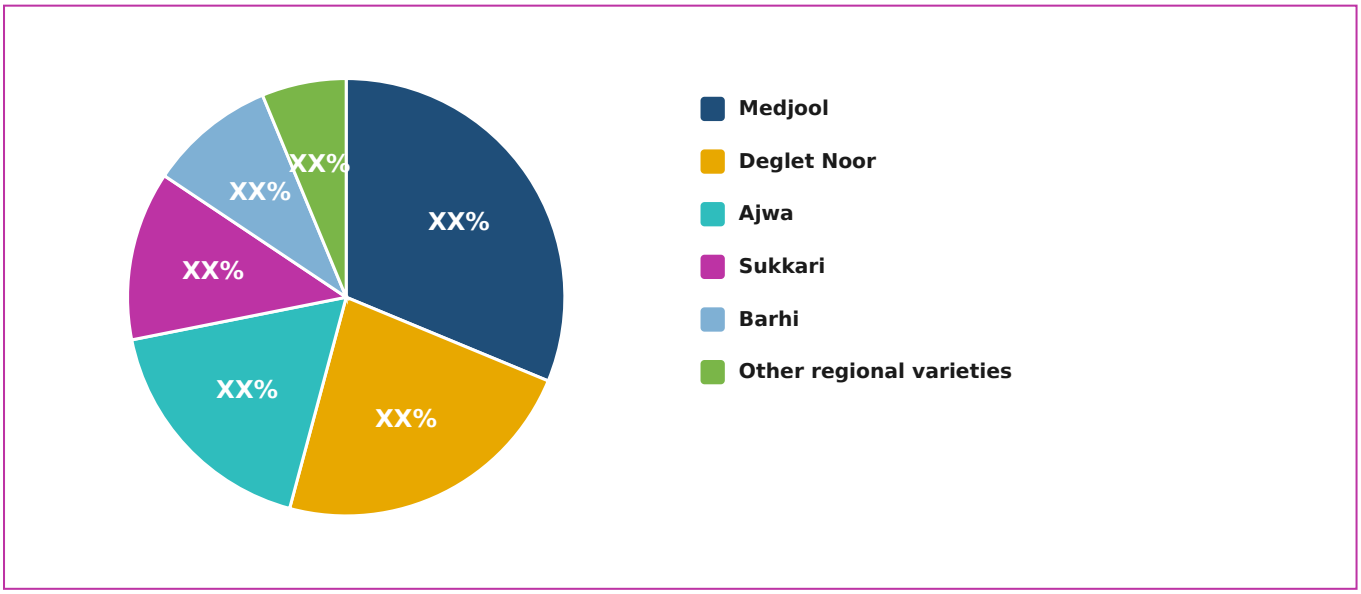
Value share by variety, 2025



Source: XXX

Value by variety, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Medjool	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Deglet Noor	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Ajwa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Sukkari	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Barhi	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other regional varieties	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Production System

Conventional orchards dominate because certification remains costly for fragmented growers and pest-management options are narrower under organic protocols. Organic supply is scaling fastest in premium European and North American channels, where certification, residue assurance and provenance support higher prices. Integrated suppliers are best positioned to maintain segregation and chain-of-custody controls.

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Value by production System, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Certified organic	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

Traditional markets and wholesalers remain central in producer countries and bulk-import destinations. Supermarkets and hypermarkets are gaining share through private label, standardized packaging and year-round assortment. Online channels are expanding fastest in premium gifting and direct-to-consumer packs, while food-manufacturing demand strengthens as date ingredients enter bars, bakery and sauces.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Traditional retail and wholesale	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Supermarkets and hypermarkets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Food manufacturing and foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Specialty stores	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Online retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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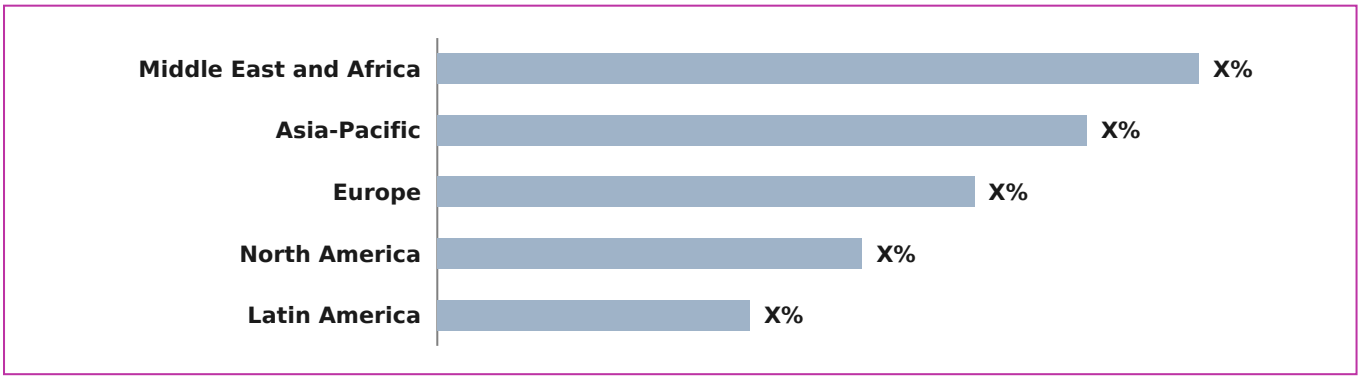
Date Palm Market Regional Analysis and Country Outlook

Middle East and Africa generated XX% of global market value in 2025 and contains the industry's deepest production, consumption and processing base. Egypt leads global output, while Saudi Arabia is accelerating branded exports, processing investment and quality infrastructure. Algeria and Tunisia remain influential in Deglet Noor supply, Morocco is expanding premium Medjool capacity, and the United Arab Emirates functions as both a processor and international distribution hub.

Asia-Pacific accounted for XX% of market value, led by Iran, Pakistan and large import-consuming markets including India, Indonesia and Malaysia. India is the pivotal demand center during Ramadan and festival periods, while ingredient use and organized retail are widening the annual sales window. Pakistan and Iran retain substantial production advantages but can unlock greater value through standardized grading, modern packaging and cold-chain investment.

Europe is forecast to record the fastest regional CAGR at XX% through 2031. France, Germany, the United Kingdom and the Netherlands are scaling organic, private-label and snack-format offerings, with the Netherlands and France also serving as redistribution hubs. North American growth is led by Medjool snacking, natural sweeteners and California-Arizona production, while Latin America remains small but gains momentum through Mexico's export-oriented Medjool orchards and expanding modern retail.

Growth rate by region, 2025-2031



Source: XXX

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Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Date Palm Market Competitive Landscape and Company Share

The global date palm market remains fragmented, with the five largest suppliers accounting for XX% of 2025 value. Large integrated businesses such as Al Foah, Al Barakah Dates, Bateel, Hadiklaim and Bard Valley Natural Delights differentiate through contracted or controlled supply, automated grading, recognized varieties, certifications and access to premium retail markets. Thousands of growers and local packers continue to dominate domestic and bulk channels.

Competition is moving from undifferentiated bulk fruit toward branded origin, varietal integrity and application-ready ingredients. Gulf processors are adding pitting, paste, syrup, powder and chocolate-coating capacity, while Israeli, Jordanian, Moroccan, Mexican and US suppliers emphasize export-grade Medjool. European and North American buyers increasingly require residue programs, social compliance, lot-level traceability and year-round delivery.

Capacity investment and channel expansion are more prominent than large-scale consolidation because orchard ownership and national supply systems remain dispersed. Al Barakah has extended its manufacturing footprint into Saudi Arabia, Bateel is pursuing wider international retail reach, and producer-country agencies are funding export promotion and pest-control infrastructure. Winning strategies combine secure orchard supply, disciplined post-harvest handling and distinct consumer or ingredient propositions.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Al Foah Company	XXX	XXX	XXX	XXX
Al Barakah Dates Factory LLC	XXX	XXX	XXX	XXX
Bateel International LLC	XXX	XXX	XXX	XXX
Hadiklaim Israel Date Growers Cooperative Ltd.	XXX	XXX	XXX	XXX
Bard Valley Natural Delights	XXX	XXX	XXX	XXX
Bayara	XXX	XXX	XXX	XXX
Jomara Dates	XXX	XXX	XXX	XXX
Nakheel Alya	XXX	XXX	XXX	XXX
Atul Rajasthan Date Palms Ltd.	XXX	XXX	XXX	XXX
Best Food Company LLC	XXX	XXX	XXX	XXX

Source: XXX

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Date Palm Market Forecast and Commercial Opportunities

The market will add USD XXX billion between 2025 and 2031, with premium whole fruit and processed ingredients providing most of the incremental value. Whole dates will remain the largest category, but primary ingredients will outgrow the market as manufacturers adopt date-based sweetening and binding systems. Medjool will continue taking value share, while Deglet Noor remains central to European retail and industrial processing.

The base-case forecast assumes steady production growth, firmer export unit values and continued investment in water efficiency, grading and cold storage. A stronger premiumization scenario would lift growth through broader organic certification and branded distribution; a supply-stress scenario would produce higher prices but weaker volume growth as drought, salinity and pest losses constrain packable output.

Suppliers that standardize quality across fragmented farms, monetize lower grades and build direct market access will outperform. The most attractive opportunities are application-specific paste and syrup, snack-sized pitted packs, premium origin-certified Medjool and Ajwa, and digitally traceable organic supply for European and North American customers.

Opportunities

- Date-based binders and sweeteners for bars, bakery and dairy alternatives
- Organic and regenerative production systems with verified chain of custody
- Premium single-origin, varietal and geographical-indication positioning
- Convenient pitted, portion-controlled and resealable snack packs
- Valorization of lower grades into paste, syrup, powder and fermentation feedstock
- Precision irrigation, digital pest surveillance and automated optical grading

> This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.

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