

Global Plums And Sloes 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

This demo shows the **form and depth** of the report — real narrative with the detailed figures and tables masked as “XXX”. When you order the report, every figure is finalised and verified for your copy, and the full report is delivered within 24–72 hours.

Indicator	Value
Market size (2025)	USD 16.8 bn
Forecast (2031)	USD 22 bn
CAGR (2021-2031)	4.6%
Study period	2021-2031
Largest region	Asia-Pacific · 74%
Fastest-growing region	Asia-Pacific · 5.1%
Market concentration	Low
Licence	Individual / Company

The global plums and sloes market stands at USD XXX billion in 2025 and reaches USD XXX billion by 2031, advancing at a XX% CAGR, according to shev.io Research. Asia-Pacific accounts for XX% of producer-gate market value, with China anchoring regional demand and supply. Fresh consumption generates XX% of market value, while drying and other processing provide commercially important outlets for varieties and grades suited to industrial use. The report examines how orchard renewal, export-grade packouts, water availability and buyer specifications shape grower returns across the fresh and processing markets.

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Executive summary

The global plums and sloes market stands at USD XXX billion in 2025 and reaches USD XXX billion by 2031, advancing at a XX% CAGR, according to shev.io Research. Asia-Pacific accounts for XX% of producer-gate market value, with China anchoring regional demand and supply. Fresh consumption generates XX% of market value, while drying and other processing provide commercially important outlets for varieties and grades suited to industrial use. The report examines how orchard renewal, export-grade packouts, water availability and buyer specifications shape grower returns across the fresh and processing markets.

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

Key findings

- shev.io Research places global producer-gate market value at USD XXX billion in 2025 and USD XXX billion in 2031.
- The market expands at a XX% CAGR between 2025 and 2031, according to shev.io Research.
- Asia-Pacific contributes XX% of 2025 market value and records the fastest regional growth at XX% CAGR, according to shev.io Research.
- Japanese plums and interspecific hybrids marketed as plums account for XX% of market value, according to shev.io Research.
- Fresh consumption represents XX% of market value; fruit destined for drying contributes XX%, and other processing contributes XX%, according to shev.io Research.
- Certified organic production contributes XX% of market value, according to shev.io Research.
- Commercial marketed volume totals XXX tonnes in 2025, with a weighted producer-gate realization of USD XXX per tonne, according to shev.io Research.
- The United Nations trade classification identifies fresh plums and sloes under HS 080940 and dried prunes under HS 081320, allowing the report to distinguish fresh-fruit trade from finished dried-fruit trade.

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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 Plums And Sloes Market Trends and Growth Drivers

Plum economics begin with the proportion of the crop that can be sold into the intended outlet. Harvested tonnage, export-grade packout and grower realization can move in different directions within the same season. A smaller crop may lift market prices while reducing orchard profitability, particularly when fixed costs and rejected fruit absorb the benefit.

The market also contains distinct production systems that should not be forced into a single commercial narrative. Fresh Japanese plums and plum hybrids compete through appearance, eating quality and handling performance; European plums have a broader relationship with drying and other processing. Sloes add a specialty procurement market in which collection logistics, traceability and contracted demand matter more than mainstream retail shelf space.

Trade connects these systems through harvest timing and destination requirements. Export access creates opportunity, but the realized return depends on variety suitability, postharvest control and customer acceptance after arrival. The report therefore links market growth to commercial recovery, orchard investment and pricing rather than treating changes in total agricultural production as equivalent changes in sales.

Growth drivers

Asian demand and premium plum selection

Asia-Pacific's large consumption base gives changes in household purchasing and fruit selection substantial influence over global value growth. Growers and distributors benefit when consistent sweetness, attractive appearance and reliable maturity support higher realized prices. The strongest commercial programmes connect varietal selection to a clearly defined domestic or export customer.

Orchard renewal improves saleable output

Replacing ageing orchards can improve fruit uniformity, harvest scheduling and the proportion of production meeting commercial specifications. Modern rootstock and variety combinations also allow growers to align orchard performance with local water, soil and labour conditions. Returns depend on the establishment period and market acceptance of the selected fruit.

Counter-seasonal trade extends availability

Southern Hemisphere exporters complement Northern Hemisphere harvests and help importers maintain plum programmes across more of the calendar. Chilean and South African suppliers compete through timing, variety selection and delivered quality rather than volume alone. Coordinated sourcing strengthens buyer relationships and supports investment in export-ready orchards.

Cold-chain investment raises commercial recovery

Rapid removal of field heat, disciplined storage and destination-specific handling reduce losses between harvest and sale. Better temperature management is particularly valuable where export transit exposes

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susceptible varieties to internal breakdown or softening. Higher commercial recovery increases revenue from an existing crop without requiring equivalent growth in planted area.

Processing outlets support crop monetization

Drying, preserves and other processing channels provide outlets for suitable varieties and fruit that does not enter premium fresh programmes. Contracted industrial demand can improve harvest planning and reduce exposure to spot fresh-fruit prices. The benefit is greatest where processing specifications and collection logistics are agreed before harvest.

Organized procurement improves market access

Retail programmes and digital fruit distribution increase the commercial value of consistent grading, traceability and dependable delivery. Grower groups can aggregate supply and negotiate programmes that individual smallholders cannot service alone. These channels also create a clearer route for differentiated varieties and certified production.

Restraints

Weather volatility and constrained irrigation

Flowering frost, irregular winter chill, heat and water scarcity can reduce both harvested output and the share meeting fresh-market specifications. Perennial orchards cannot relocate or change varieties quickly after climatic conditions shift. Supply interruptions can lift prices while simultaneously weakening grower margins and customer continuity.

Harvest labour and orchard input costs

Fresh-market plums require timely harvesting and careful handling, leaving growers exposed to labour availability and wage pressure. Fertilizer, energy, irrigation and packaging-related service costs further influence net returns. Where buyers resist price increases, growers may defer orchard renewal or divert suitable production into alternative outlets.

Destination access and residue requirements

Market entry depends on origin-specific phytosanitary permissions, pest management and compliance with destination residue limits. A commercially attractive variety cannot generate export revenue without the required access and handling programme. Smaller suppliers face a disproportionate administrative burden when serving several destinations with different specifications.

Perishability and variable eating quality

Harvesting too early can protect firmness while weakening flavour, whereas later harvesting can reduce transport tolerance. Inconsistent eating quality limits repeat purchase and increases buyer caution around unfamiliar varieties. Retail shrink and rejection risk constrain how far production growth translates into producer-gate value.

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Plums And Sloes Market Growth: Driver and Restraint Impact

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Asian demand and premium plum selection	XXX	XXX	XXX
Orchard renewal improves saleable output	XXX	XXX	XXX
Counter-seasonal trade extends availability	XXX	XXX	XXX
Cold-chain investment raises commercial recovery	XXX	XXX	XXX
Processing outlets support crop monetization	XXX	XXX	XXX
Organized procurement improves market access	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Weather volatility and constrained irrigation	XXX	XXX	XXX
Harvest labour and orchard input costs	XXX	XXX	XXX
Destination access and residue requirements	XXX	XXX	XXX
Perishability and variable eating quality	XXX	XXX	XXX

Source: XXX

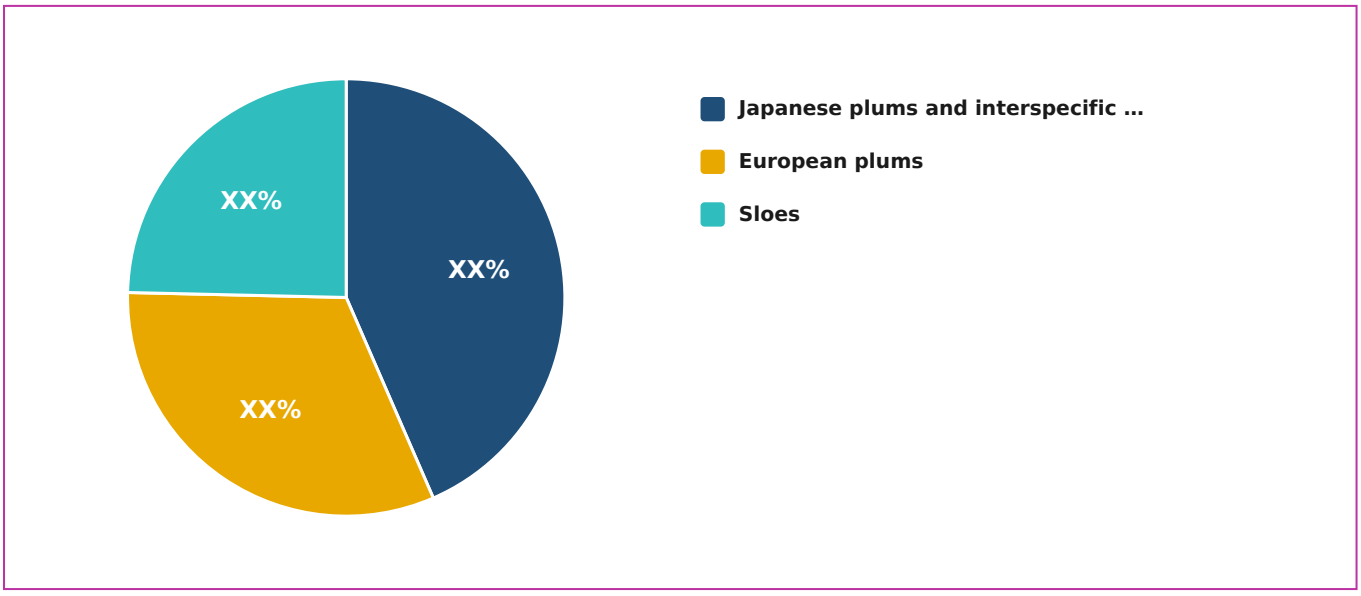
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Plums And Sloes Market Segmentation by Product, Use and Sales Route

By Product Group

Japanese plums and commercially designated plum hybrids lead through their role in fresh retail and export programmes, where appearance, texture and transport performance shape buyer selection. European plums serve fresh consumption alongside substantial drying and other processing uses. Sloes operate through specialty collection and contracted processing channels; premium fresh-plum programmes provide the strongest value-growth opportunity within this dimension.

Value share by product Group, 2025



Source: XXX

Value by product Group, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Japanese plums and interspecific hybrids marketed as plums	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
European plums	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Sloes	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

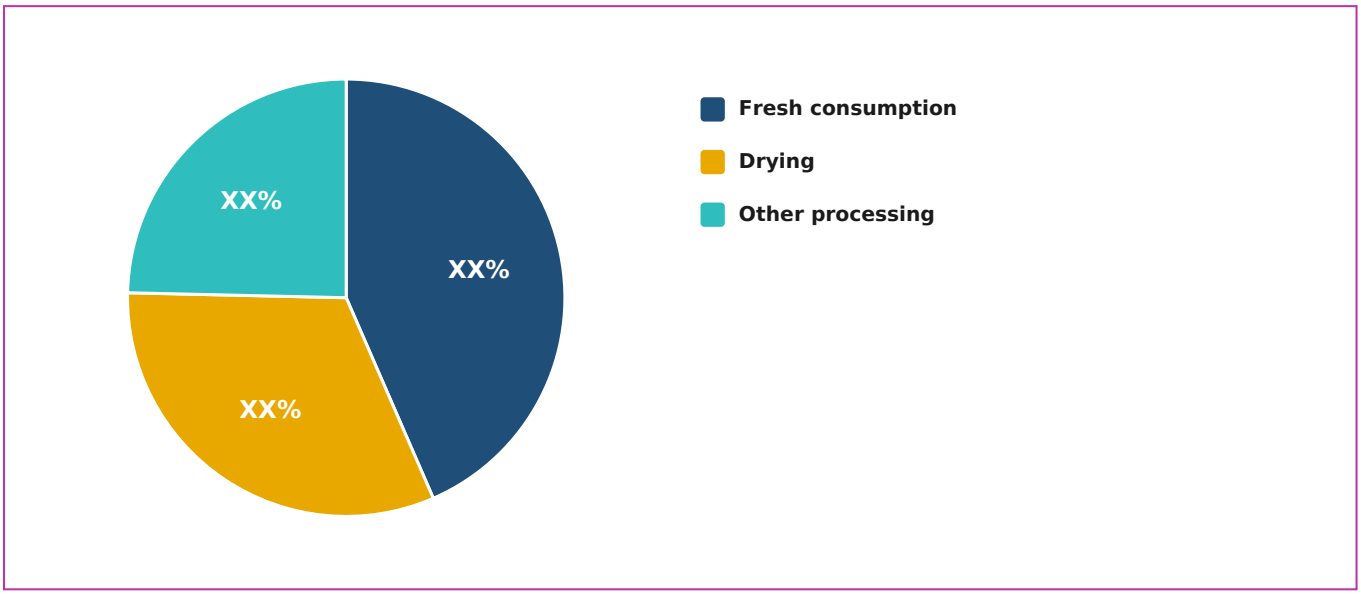
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By Destination Use

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Fresh consumption commands the largest value share because fruit meeting retail and export specifications earns a different price realization from industrial raw material. Drying requires suitable varieties and procurement programmes and must be assessed separately from opportunistic diversion of fresh-market fruit. Other processing includes preserves, beverages and ingredient applications, with contracted specialty outlets offering opportunities for sloes.

Value share by destination Use, 2025



Source: XXX

Value by destination Use, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Fresh consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Drying	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other processing	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Production System

Conventional production dominates because established orchards and mainstream procurement programmes supply most commercial demand. Certified organic fruit addresses buyers willing to support the additional requirements of certified production and segregation. Organic programmes offer faster value-growth potential where committed demand and achievable commercial packouts support a durable price premium.

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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 Route to Market

Intermediated routes lead because grading, aggregation, export administration and customer service require capabilities beyond the resources of many individual growers. Direct processor procurement is particularly important for fruit grown for drying and other industrial uses. Direct retail and consumer routes offer attractive realization for suitable producers, but require logistics and demand-management capabilities that limit universal adoption.

Value by route to Market, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Sales through aggregators, packers, exporters and wholesalers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct processor procurement	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct retail, foodservice and consumer sales	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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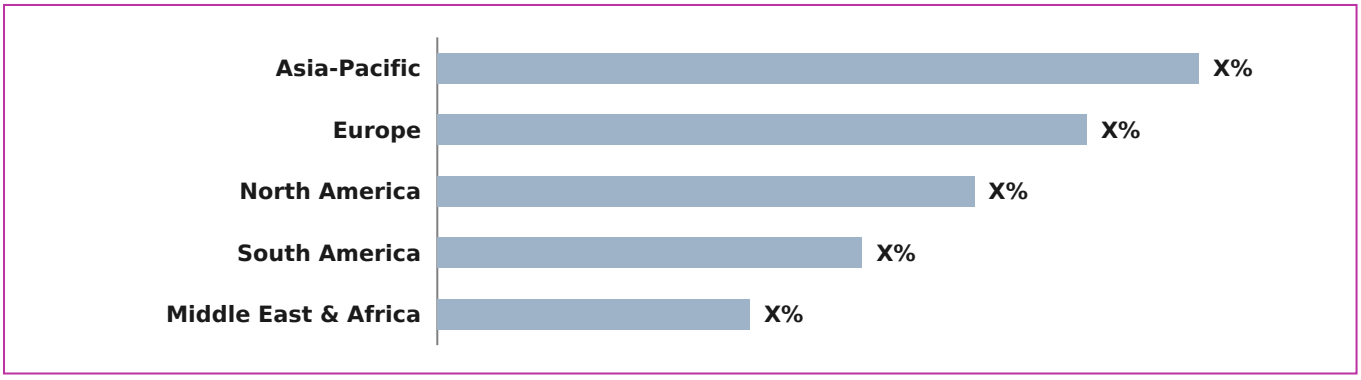
Plums And Sloes Market Regional Analysis and Country Outlook

Asia-Pacific accounts for XX% of producer-gate market value and grows at XX% CAGR through 2031, according to shev.io Research. China is the region's principal commercial anchor, making domestic consumption, orchard productivity and fruit realization more important to the global total than export headlines alone. Japan provides a differentiated quality-led market, while Australia contributes seasonal export programmes. Country analysis separates commercially marketed fruit from household production and distinguishes Japanese plums from Japanese apricots.

Europe contributes XX% of market value, according to shev.io Research, with commercial systems ranging from fresh export orchards to European-plum production serving drying, preserves and distillation. Romania and Serbia require close attention to fresh-versus-processing utilization, while France and Spain illustrate different combinations of variety specialization, grower organization and export positioning. North America represents XX% of value and combines fresh-plum programmes with a distinct drying industry; the report tracks the fresh fruit entering each outlet without adding finished-prune sales.

South America represents XX% of value and Middle East & Africa represents XX%, according to shev.io Research. Chile and South Africa have strategic importance beyond their global value shares because their harvest windows support counter-seasonal international supply. Argentina adds a processing-oriented dimension, while Türkiye and Iran require separate assessment of domestic consumption, marketed surplus and climatic exposure. Türkiye is assigned wholly to Middle East & Africa throughout the report to maintain consistent regional aggregation.

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
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
South America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East & Africa	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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Plums And Sloes Market Competitive Landscape and Company Share

The plums and sloes market has low concentration at the global producer-gate level. Numerous orchard owners supply a smaller set of grower organizations, packers, exporters and retail-facing distributors, so control of a sales programme does not necessarily imply ownership of the underlying production. The competitive analysis separates owned-orchard value from third-party fruit handled and consolidates subsidiaries under their controlling groups.

Frutura and Unifrutti illustrate the role of diversified fruit platforms, while Capespan and SanLucar demonstrate the importance of international sourcing and customer relationships. Stemilt, Family Tree Farms and HMC Farms provide North American reference points for fresh-fruit execution; Copefrut and Dutoit connect the analysis to Southern Hemisphere production and export capabilities. FruitMasters adds a cooperative marketing perspective. The company review evaluates plum exposure individually rather than assigning diversified fruit revenue to this market.

Competitive advantage rests on the combination of suitable varieties, dependable supply, postharvest execution and access to buyers. Acquisition analysis examines orchard ownership, packing assets, grower contracts and destination reach, while capacity analysis distinguishes planted area from bearing area and available packing throughput. Company-share exhibits use the same producer-gate perimeter as the headline market, accompanied by a separate comparison of commercial handling capabilities.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Frutura	XXX	XXX	XXX	XXX
Unifrutti	XXX	XXX	XXX	XXX
SanLucar	XXX	XXX	XXX	XXX
Capespan	XXX	XXX	XXX	XXX
Dutoit	XXX	XXX	XXX	XXX
Stemilt	XXX	XXX	XXX	XXX
Family Tree Farms	XXX	XXX	XXX	XXX
HMC Farms	XXX	XXX	XXX	XXX
Copefrut	XXX	XXX	XXX	XXX
FruitMasters	XXX	XXX	XXX	XXX

Source: XXX

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Plums And Sloes Market Forecast and Investment Opportunities

The market reaches USD XXX billion by 2031, according to shev.io Research, as improvements in commercial recovery and realized prices accompany growth in marketed output. The central investment question is whether an orchard can reliably deliver the specification required by its intended buyer. Variety selection, water security and access to an appropriate outlet therefore carry more weight than expansion of planted area in isolation.

The upside case combines successful orchard renewal, improved cold-chain execution and stronger demand for differentiated fresh fruit. The downside case combines adverse flowering conditions, constrained irrigation and weaker price transmission from buyers to growers. The forecast workbook separates volume, producer realization and currency effects so that users can assess the operational source of a change in market value.

Commercial winners will align production with destination requirements before harvest and preserve alternatives for suitable processing fruit. Fresh-market growers can strengthen returns through consistent eating quality and packout, while drying-oriented businesses need reliable raw-material specifications and procurement discipline. Sloes remain a specialty opportunity where traceable collection, contracted demand and product identity support a defensible route to market.

Opportunities

- Premium varieties with consistent sweetness, texture and postharvest performance
- Water-efficient orchard replacement in established production districts
- Integrated fresh-market and processing procurement programmes
- Counter-seasonal supply partnerships linking Northern and Southern Hemisphere growers
- Certified organic programmes supported by committed buyers
- Traceable sloe supply for specialty beverage and preserve manufacturers
- Destination-specific packing and maturity protocols that improve delivered quality

> 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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