



Global Medjool Date Syrup Market

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 188.6 m
Forecast (2031)	USD 274.9 m
CAGR (2021-2031)	6.5%
Study period	2021-2031
Largest region	North America · 34%
Fastest-growing region	Asia-Pacific · 8.1%
Market concentration	Low
Licence	Individual / Company

The global Medjool date syrup market reached USD XXX million in 2025 and will expand to USD XXX million by 2031, advancing at a XX% CAGR. Demand is moving beyond traditional Middle Eastern consumption as food manufacturers, natural-food retailers and digitally native brands position Medjool syrup as a premium single-fruit sweetener with caramel flavor, clean-label credentials and traceable origin. North America generated XX% of 2025 revenue, while Asia-Pacific will record the fastest regional CAGR at XX%. Organic products, industrial ingredient contracts and beverage applications represent the market's strongest sources of incremental value.

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Executive summary

The global Medjool date syrup market reached USD XXX million in 2025 and will expand to USD XXX million by 2031, advancing at a XX% CAGR. Demand is moving beyond traditional Middle Eastern consumption as food manufacturers, natural-food retailers and digitally native brands position Medjool syrup as a premium single-fruit sweetener with caramel flavor, clean-label credentials and traceable origin. North America generated XX% of 2025 revenue, while Asia-Pacific will record the fastest regional CAGR at XX%. Organic products, industrial ingredient contracts and beverage applications represent the market's strongest sources of incremental value.

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

Key findings

- The market generated USD XXX million in 2025 and is forecast to reach USD XXX million in 2031.
- Global revenue will rise at a XX% CAGR between 2025 and 2031.
- North America held XX% of 2025 market value, supported by natural-food retail, premium pricing and direct-to-consumer distribution.
- Conventional syrup retained XX% of 2025 revenue, while certified-organic syrup will grow at an XX% CAGR.
- Consumer bottles and jars represented XX% of sales, compared with XX% for industrial pails, drums and intermediate bulk containers.
- Retail table sweetening accounted for XX% of demand, but beverage formulations will post the fastest application CAGR at XX%.
- FAOSTAT recorded approximately XXX tonnes of global date production in 2024, providing a large agricultural base from which premium Medjool fruit and processing-grade material are selected.
- Jordan's date output was expected to reach XXX tonnes in 2023, with the Jordan Dates Association reporting that XX% of the country's date palms were Medjool.

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

Global Medjool Date Syrup Market Trends and Growth

Drivers

Medjool syrup sits at the intersection of premium fruit, natural sweeteners and clean-label formulation. Its commercial value comes from more than sweetness: the product delivers a recognizable cultivar story, dark caramel flavor, color, binding and moisture retention. These attributes support pricing above general date syrup and create defensible applications where cane or glucose syrup is functionally adequate but commercially undifferentiated.

The supply chain is becoming more industrial without losing its origin-led character. Growers and processors are channeling off-grade but food-safe fruit into extraction, installing automated concentration lines and offering documented Brix, viscosity and microbiological specifications. That transition expands the addressable market from household condiments to repeatable bakery, beverage and dairy-alternative recipes.

Growth nevertheless depends on disciplined positioning. Date syrup is nutritionally regulated as a concentrated sugar, and Medjool raw material carries a substantial cultivar premium. Suppliers that build demand around flavor, traceability, versatility and crop utilization will achieve broader adoption than businesses relying on unrestricted health messaging.

Growth drivers

Clean-label sweetener reformulation

Food manufacturers are replacing multi-component sweetening systems with recognizable fruit-derived ingredients. Medjool syrup supplies sweetness, dark color, caramel notes and humectancy in one ingredient, making it particularly effective in bakery, granola, sauces and plant-based dairy formulations.

Organic premiumization

Organic certification reinforces the premium positioning of Medjool fruit and supports higher realized prices in natural-food channels. Growth is strongest where brands combine organic status with single-origin sourcing, recyclable packaging and direct grower relationships.

Industrial application expansion

Commercial buyers increasingly value date syrup for more than sweetness: it also contributes moisture retention, binding, browning and flavor. Technical specifications covering Brix, viscosity, color and microbial load are enabling the ingredient to move into repeatable, higher-volume manufacturing programs.

Upcycled fruit economics

Syrup production creates a monetization route for Medjool dates that meet food-safety requirements but fall outside premium whole-fruit grades because of size, skin separation or cosmetic defects. Vertically

integrated processors can therefore improve crop utilization while securing feedstock below export-grade fruit prices.

Digital discovery and recipe-led adoption

Direct-to-consumer brands and online grocers are widening access to Medjool syrup beyond ethnic-food aisles. Recipe content centered on coffee, breakfast, baking and marinades increases repeat use and reduces dependence on seasonal religious or gifting occasions.

Premium beverage innovation

Coffee, smoothie, functional beverage and craft soft-drink developers are using Medjool syrup to create differentiated caramel and dried-fruit flavor profiles. Beverage demand grows from a smaller base but generates attractive volume when suppliers offer pumpable, soluble and color-controlled industrial grades.

Restraints

Medjool input-cost premium

Medjool fruit commands a higher price than many industrial date varieties, creating a structural cost gap against conventional date molasses, cane sugar and glucose syrup. Processors must secure lower-grade Medjool fruit, improve extraction yields and preserve cultivar identity to justify the premium.

Crop and water exposure

Commercial Medjool production is concentrated in arid regions where heat events, irrigation availability and water costs influence fruit size and pack-out. Syrup processors benefit when more fruit is diverted from fresh grades, but severe production disruption raises total feedstock and logistics costs.

Sugar-labeling pressure

Date syrup remains a concentrated source of sugar regardless of its fruit origin. Added-sugar declarations, front-of-pack nutrition systems and disciplined health-claim enforcement limit messaging and can slow adoption in categories pursuing aggressive sugar reduction.

Cultivar verification gaps

Customs and mainstream agricultural datasets record dates without consistently distinguishing Medjool from other cultivars. Buyers therefore rely on supplier traceability, farm records and authenticity controls, increasing qualification costs and exposing poorly documented products to delisting.

Medjool Date Syrup Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Clean-label sweetener reformulation	XXX	XXX	XXX
Organic premiumization	XXX	XXX	XXX
Industrial application expansion	XXX	XXX	XXX
Upcycled fruit economics	XXX	XXX	XXX
Digital discovery and recipe-led adoption	XXX	XXX	XXX
Premium beverage innovation	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Medjool input-cost premium	XXX	XXX	XXX
Crop and water exposure	XXX	XXX	XXX
Sugar-labeling pressure	XXX	XXX	XXX
Cultivar verification gaps	XXX	XXX	XXX

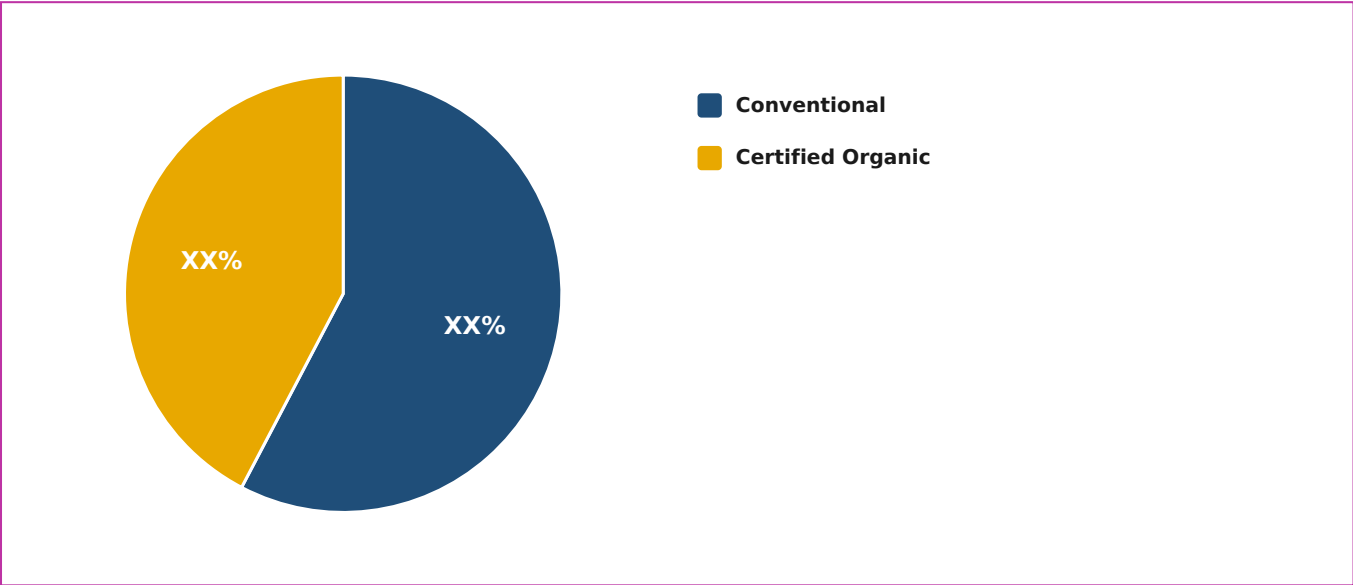
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Medjool Date Syrup Market Segmentation Analysis

By Certification

Conventional syrup retains the largest share because it serves price-sensitive retail markets and industrial buyers that prioritize functionality over certification. Organic products command higher unit values in North American and European natural-food channels. Organic supply will gain share as processors expand certified acreage, segregated handling and chain-of-custody documentation.

Value share by certification, 2025



Source: XXX

Value by certification, 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 Packaging Format

Bottles and jars lead because household use remains the market's largest demand pool, with squeeze bottles improving portion control and convenience. Pails, drums and intermediate bulk containers are gaining as bakery, beverage and sauce producers qualify date syrup for recurring production. Pouches remain a smaller but fast-growing format for foodservice and lightweight e-commerce fulfillment.

Value by packaging Format, USD bn

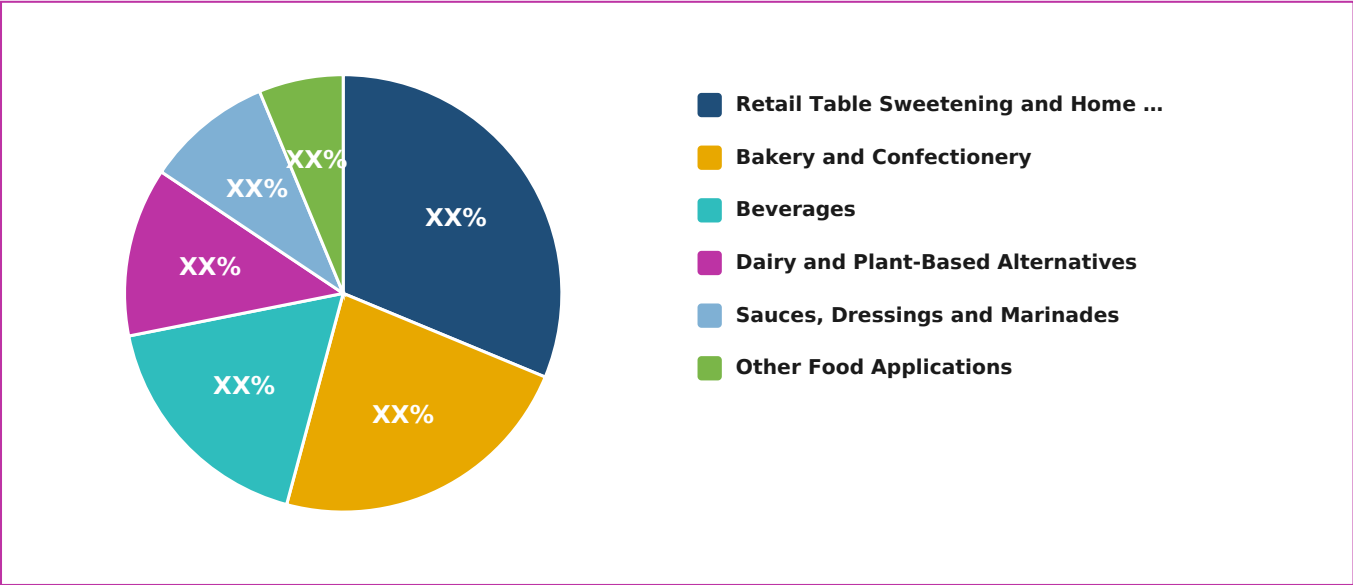
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Consumer Bottles and Jars	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Industrial Pails, Drums and IBCs	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pouches and Sachets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Formats	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Household drizzling, cooking and baking remain the largest use because Medjool syrup first entered many export markets as a premium table sweetener. Bakery and confectionery manufacturers value its binding, moisture and browning functions. Beverages will grow fastest as coffee, smoothie and functional-drink developers adopt fruit-derived sweeteners with distinctive flavor.

Value share by application, 2025



Source: XXX

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Retail Table Sweetening and Home Cooking	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Bakery and Confectionery	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Beverages	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Dairy and Plant-Based Alternatives	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Sauces, Dressings and Marinades	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Food Applications	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

Direct B2B supply leads because bulk syrup purchases carry substantial volume even at lower unit prices. Supermarkets and hypermarkets remain the largest consumer-facing channel, while e-commerce delivers the strongest retail growth through product discovery, subscriptions and cross-border availability. Specialty natural and ethnic retailers remain important for education and premium assortment.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Direct B2B and Ingredient Distribution	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Supermarkets and Hypermarkets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
E-commerce	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Natural, Specialty and Ethnic Retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

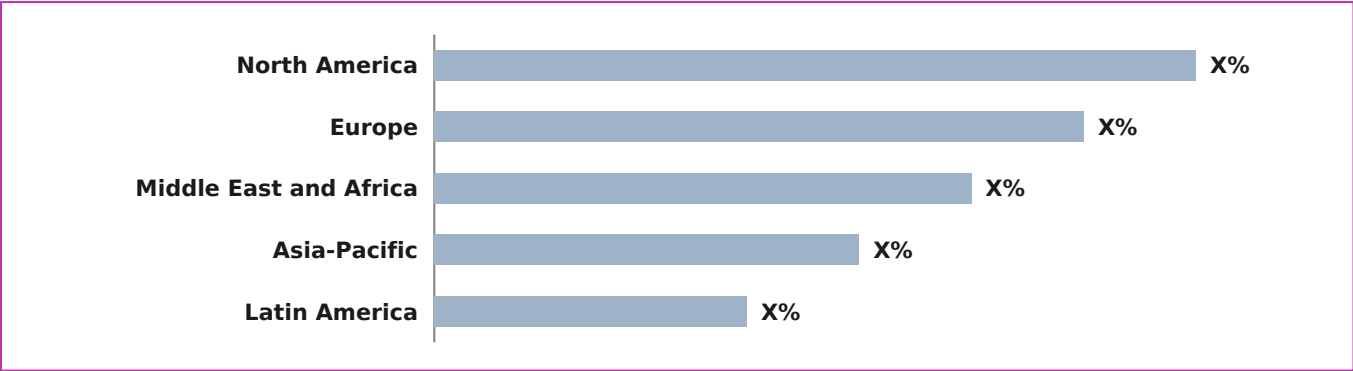
Medjool Date Syrup Market Regional Analysis and Country Outlook

North America generated USD XXX million in 2025, equal to XX% of global market value. California and Arizona provide an established Medjool supply base, while Whole Foods Market, Sprouts Farmers Market, natural-food distributors and online marketplaces give emerging brands multiple routes to consumers. The United States also leads formulation demand for organic syrup in bars, granola, plant-based foods and premium beverages.

Europe accounted for XX% of the market, with the United Kingdom, Germany, France and the Netherlands forming the principal commercial cluster. Importers combine demand from Middle Eastern communities with broader interest in vegan baking, organic ingredients and reduced-refined-sugar recipes. Supplier success depends on EU-compliant labeling, pesticide-residue controls, organic documentation and dependable container-scale imports.

The Middle East and Africa represented XX% of revenue and remain central to production, processing expertise and traditional consumption. Jordan, Morocco, Israel, the United Arab Emirates and Saudi Arabia anchor the supply ecosystem, while Morocco's expanding Mejhoul orchards strengthen long-term availability. Asia-Pacific, currently XX% of value, will grow fastest at XX% as premium grocery, cross-border e-commerce and clean-label beverage innovation expand in Australia, Japan, South Korea, China and India.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

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

Medjool Date Syrup Market Competitive Landscape and Company Share

The market is fragmented, with the ten largest suppliers representing XX% of 2025 revenue. Competition spans vertically integrated growers, Middle Eastern industrial processors, natural-sweetener brands and specialist importers. Brand share is lower than production concentration because substantial volume moves through private-label and bulk ingredient contracts.

Just Date, D'vash Organics and Date Lady compete through consumer education, natural retail and digital distribution, while Al Barakah Dates Factory, Al Foah, SunDate and Oasis Date possess advantages in crop access, processing infrastructure and industrial formats. Moroccan Delights and origin-led suppliers differentiate through organic Mejhoul provenance and farm-to-bottle traceability.

Capital deployment is concentrating on automated extraction, larger storage and packing footprints, solar energy and geographically diversified processing. Al Barakah's XXX-square-foot Dubai expansion and Saudi facility, together with Oasis Date's XXX-plus cultivated acres and XXX-square-foot processing platform, illustrate the scale required to serve multinational food manufacturers and major retailers.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Al Barakah Dates Factory LLC	XXX	XXX	XXX	XXX
Al Foah Company LLC	XXX	XXX	XXX	XXX
Just Date	XXX	XXX	XXX	XXX
D'vash Organics	XXX	XXX	XXX	XXX
Date Lady	XXX	XXX	XXX	XXX
SunDate LLC	XXX	XXX	XXX	XXX
Oasis Date	XXX	XXX	XXX	XXX
Moroccan Delights	XXX	XXX	XXX	XXX
Sadaf Foods	XXX	XXX	XXX	XXX
Medjool Days	XXX	XXX	XXX	XXX

Source: XXX

Medjool Date Syrup Market Forecast and Commercial Opportunities

Global value will increase by USD XXX million between 2025 and 2031. Organic syrup will gain 5.2 percentage points of market share, and B2B demand will gradually outpace consumer table use as technical standardization makes Medjool syrup easier to incorporate into factory-scale recipes.

The base-case forecast assumes stable expansion of processing-grade Medjool supply, sustained natural-channel distribution and moderate premium compression as capacity improves. A stronger reformulation cycle in beverages and bakery would lift 2031 revenue above USD XXX million, while consecutive crop disruptions and persistent retail price premiums would constrain the market to approximately USD XXX million.

Winning suppliers will combine cultivar traceability, organic capability, consistent 72-78° Brix specifications, multiple industrial pack sizes and application support. Consumer brands will win through squeeze-pack convenience, credible origin stories and usage occasions that turn syrup from an occasional pancake topping into an everyday pantry ingredient.

Opportunities

- Bulk standardized syrup for clean-label food and beverage formulation
- Organic and regenerative-origin product lines
- Medjool syrup concentrates for coffee, functional beverages and sports nutrition
- Private-label programs for premium grocery and warehouse clubs
- Cultivar-authenticated Moroccan, Jordanian and Californian origin products
- Foodservice formats for breakfast, dessert, glaze and marinade applications

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.