

Guanabana Market projected to achieve a CAGR of 8.86% to reach US\$211.408 million by 2030

The Guanabana market is anticipated to grow at a CAGR of 8.86% from US\$138.311 million in 2025 to US\$211.408 million by 2030.

NEW YORK, NY, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- According to a new study by Knowledge Sourcing Intelligence, the [Guanabana market](#) is projected to grow at a CAGR of 8.86% between 2025 and 2030 to reach US\$211.408 million by 2030.

The change in consumer preferences, which has resulted in a shift towards

higher consumption of tropical fruits in developed regions, is expected to drive the guanabana market globally. Moreover, globalization is also expected to drive the market to a new echelon. This is mainly due to the ensuing creation of a single global market that is free of protectionism and is promoted by trade agreements among various nations. The most recent is the European

Union Vietnam Free Trade Agreement (EVFTA) & EU-Vietnam Economic Integration Agreement (EVIPA) between the EU and Vietnam. Under the aegis of this trade agreement, 65% of EU exports to Vietnam will be reportedly abolished. In contrast, the remaining will reportedly be phased out over the next 19 years.

Furthermore, 71% of duties levied on the exports from Vietnam will be abolished, while the remaining will be eliminated over the next 7 years. The agreement aims to eliminate nearly 99% of customs duties between Vietnam

and the EU. This ambitious initiative is expected to encourage strategic investments in the [food](#)

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The infographic features the Knowledge Sourcing Intelligence logo at the top left, a stylized medical symbol at the top right, and a central image of a green, bumpy guanabana fruit. Below the fruit, the text reads 'GUANABANA MARKET' and 'FORECASTS FROM 2025 TO 2030'. Contact information is provided: '+1-850-250-1698', 'info@knowledge-sourcing.com', and 'www.knowledge-sourcing.com'. The bottom of the infographic includes the text 'guanabana market' and several plus signs.

[and beverage](#) industry and sectors such as pharmaceuticals and [personal care](#), where Guanabana is finding increasing applications. Vietnam's labour-intensive industries and agri-food sector are competitive, and the EU is globally renowned for its quality management and technological expertise. These two factors complement each other and are expected to render the prevailing market conditions favorable, particularly for the processed food sector. Another benefit reportedly mentioned in a report by the Delegation of the European Union to Vietnam is that food preparations will become duty-free after 7 years due to tariff elimination for EU exporters.

Additionally, rapid urbanization is expected to lead to receiving quality education and achieving higher levels because of the comparatively large population, which would result in a high-income generation capability. This will result in a committed investment in personal grooming activities using various personal care products. These products are increasingly incorporating food products and ingredients derived from them, such as Guanabana. This trend will, in turn, support the healthy market growth.

Access sample report or view details: <https://www.knowledge-sourcing.com/report/guanabana-market>

The guanabana market is segmented by cultivation type into three major categories: Conventional, organic, and others. Products made from organic guanabana are becoming more and more popular. Customers are prepared to pay more for guanabana that is grown organically because they are worried about the effects on the environment and pesticide residues.

The guanabana market by end-user is segmented into the food and beverage, pharmaceutical, and personal care. The food and beverage industry has experienced a convergence of cosmetics and food, allowing the successful integration of food ingredients in cosmetic applications. This is contributing to a plethora of developments in the nutricosmetics space, especially due to synergistic results. This resulted in adopting the beauty-from-within trend, which is partly expected to drive the guanabana market growth.

The guanabana market by distribution channel is segmented into the online and offline. The online market is going to grow at a high rate. The introduction of a novel approach to advertise the health advantages of guanabana across various channels is preparing to accelerate the market's growth rate. Additionally, social media is a major factor in persuading consumers to switch to new, high-quality products from independent food stores.

Based on geography, Asia Pacific is expected to be the dominant market shareholder in the guanabana market. The major economies like China, Japan, India, and South Korea dominate the Asia-Pacific region. Some of the fastest-growing emerging economies are from this region, such as ASEAN countries.

With the rapid economic growth in China, different products related to guanabana are available in online and offline channels. For instance, there are 175 types of guanabana products available

on alibaba.com. This increased variety of product segments will boost the demand for guanabana.

As a part of the report, the major players operating in the guanabana market that have been covered are Guanabana de Canarias, Sunshine Naturals, Goya Foods, Inc, Gremberry Farms, OCATI, Deli Food.

The market analytics report segments the guanabana market as follows:

- By Cultivation Type
 - o Conventional
 - o Organic
 - o Others
- By End-User
 - o Food and Beverage
 - o Pharmaceutical
 - o Personal Care
- By Distribution Channel
 - o Online
 - o Offline
- By Geography
 - Americas
 - o USA
 - o Others
 - Europe, Middle East and Africa
 - o Germany
 - o UK
 - o Others
 - Asia Pacific
 - o Japan
 - o China

o Others

Companies Profiled:

- Guanabana de Canarias
- Sunshine Naturals
- Goya Foods, Inc
- Gremberry Farms
- OCATI
- Deli Food

Reasons for Buying this Report:-

- **Insightful Analysis:** Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, other sub-segments.
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- **Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.
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