

Olive Market is estimated to be US\$ 15.00 billion by 2030 with a CAGR of 4.50% during the forecast period

Olive is a small, oval-shaped, bitter-tasting fruit derived from the Mediterranean basin's evergreen olive tree (*Olea Europaea*). Table olives are another name for olives. Potassium, iron, calcium, phosphorus, copper, sodium, vitamin E, and manganese are all found in unprocessed olives. Olive consumption has various health benefits, including the prevention of cardiovascular disease, protection against colon, skin, breast cancer, and anaemia, regulation of blood pressure, enhancement of fertility and reproductive system, and maintenance of a healthy immune system. Furthermore, olives are an important raw material in the manufacturing of olive oil and pickles. Olives are often utilised in the kitchen to prepare a range of cuisines. Olive pits are also obtained from the olive tree.

Region Analysis:

The European Union is the world's biggest olive grower, consumer, and exporter. According to the FAO, the harvested area of olives in Europe was 4,936.3 thousand ha in 2017, and is expected to expand to 5,148.6 thousand ha by 2020. According to the International Olive Council, table olive consumption in the European Union climbed from 572.0 thousand metric tonnes in 2016-2017 to 592.3 thousand metric tonnes in 2018-2019. Europe accounts for a sizable portion of world consumption, with Spain, Italy, Greece, and France accounting for more than 80% of total consumption. For instance, in 2016-2017, France consumed 65 thousand metric tonnes of table olives, which increased to 70 thousand metric tonnes in 2017-2018.

Key Highlight:

- In 2020, Odysea, a Greek and Mediterranean luxury food producer, is expanding its product line with a new line of premium extra virgin olive oils. Odysea Greek Kalamata PDO Extra Virgin Olive Oil is made from polyphenol-rich olives grown in Messinia's gardens near Mount Taygetus in the Kalamata region. This region is renowned for producing high-quality olive oil and has been granted PDO designation.

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Key Market Insights from the report:

Global Olive Market accounted for US\$ 10.03 billion in 2020 and is estimated to be US\$ 15.00 billion by 2030 and is anticipated to register a CAGR of 4.50%. The global Olive market is segmented based on type, product form, distribution channel, end-user and region.

- Based on Type, Global Olive Market is segmented into Green Olive and Black Olive.
- Based on Product Form, Global Olive Market is segmented into Raw Olive, Pickled Olive, Frozen Olive, Dried Olive and Canned Olive.
- Based on Distribution Channel, Global Olive Market is segmented into Online Stores, Hypermarkets/ Supermarkets, Convenience Stores and Others.

- Based on End-User, Global Olive Market is segmented into Food Service Industry, Food Industry and Household.
- By Region, the Global Olive Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

Competitive Landscape & their strategies of Global Olive Market:

The key players operating in the global Olive market includes Olive line international S.L, Chrisnas Olives, Agrotiki S.A, Texas Olive Oil, La Carrera, Apollo Olive Oil, B.R. Cohn, GARO-Aceituna Verde SL, FRUYPER SA, 2Brothers Company, ADAMAKIS Olives, Special Food Industry International, Mantziolive Hellas P.C., GAIA olives, Olives Escamilla, and Eugene Brunel.

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