

# **Global Durian Fruit Market Size Study, by Product (Frozen Pulp & Paste, Whole Fruit), by Distribution Channel (Supermarkets & Hypermarkets, Online), and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/GE63F97768C1EN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: GE63F97768C1EN

## **Abstracts**

The global durian fruit market, valued at USD 1.74 billion in 2023, is anticipated to expand at a compound annual growth rate (CAGR) of 4.9% during the forecast period, reaching USD 2.68 billion by 2032. Known as the 'king of fruits,' durian has gained significant traction beyond Southeast Asia, making its presence felt in international markets, including the U.S., UK, and Australia. Its rising popularity as a delicacy, coupled with its well-documented nutritional benefits, has piqued interest among health-conscious consumers globally. Advancements in agricultural techniques and post-harvest technologies have further improved durian's quality, shelf life, and accessibility, contributing to its growing global demand.

Frozen pulp and paste dominated the product segment, accounting for 70% of market revenue in 2023. Their convenience, extended shelf life, and versatility in culinary applications, such as desserts and beverages, have solidified their market leadership. Meanwhile, the whole fruit segment is expected to witness a steady growth rate of 4.5% CAGR during the forecast period, driven by an increasing consumer inclination toward fresh, natural products and a growing interest in exotic fruits in Western markets.

The expansion of e-commerce platforms has revolutionized the durian fruit market, allowing consumers to explore its exotic flavors from the comfort of their homes. The online distribution channel is forecasted to grow at the fastest rate, supported by advancements in cold chain logistics and packaging technologies. Moreover, supermarkets and hypermarkets continue to hold a dominant position in the market, offering a convenient one-stop shopping experience and ensuring consistent availability

of high-quality durian products.

Geographically, the Asia Pacific region remains the largest market for durian, accounting for 36.9% of global revenue in 2023, with strong demand driven by its cultural significance and high domestic consumption in countries like Thailand, Malaysia, and Indonesia. North America, led by the U.S., is expected to emerge as a high-growth market due to an increasing Asian population and the rising popularity of exotic fruits among health-conscious consumers.

Major market players included in this report are:

Charoen Pokphand Group

Sunshine International Co., Ltd.

Chainoi Food Company Limited

Thai Agri Foods Public Company Limited

Interfresh Co., Ltd.

TRL (South East Asia) Sdn Bhd

Top Fruits Sdn Bhd

Hernan Corporation

Grand World International Co., Ltd.

Royal Fruits

Exotic Fruits Co.

Longkong Foods

Tropical Harvest Foods

Fresh Durian Global

## Southeast Asia Agri Trade

The detailed segments and sub-segments of the market are explained below:

### By Product:

Frozen Pulp & Paste

Whole Fruit

### By Distribution Channel:

Supermarkets & Hypermarkets

Convenience & Specialty Stores

Online

### By Region:

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Thailand

South Korea

Australia

Vietnam

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level insights.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations for market participants.

Analysis of competitive structure of the market.

Demand-side and supply-side analysis of the market.

## Contents

### CHAPTER 1. GLOBAL DURIAN FRUIT MARKET EXECUTIVE SUMMARY

- 1.1. Global Durian Fruit Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Product
  - 1.3.2. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### CHAPTER 2. GLOBAL DURIAN FRUIT MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### CHAPTER 3. GLOBAL DURIAN FRUIT MARKET DYNAMICS

- 3.1. Market Drivers

- 3.1.1. Rising demand for exotic fruits in global markets
- 3.1.2. Growing awareness of durian's nutritional benefits
- 3.1.3. Expansion of e-commerce platforms for durian distribution
- 3.2. Market Challenges
  - 3.2.1. High logistical costs for fresh fruit distribution
  - 3.2.2. Limited shelf life of whole durians
- 3.3. Market Opportunities
  - 3.3.1. Increasing popularity of premium durian varieties
  - 3.3.2. Growth of durian-themed tourism and international marketing

## **CHAPTER 4. GLOBAL DURIAN FRUIT MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's Five Forces Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Key Investment Opportunities
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL DURIAN FRUIT MARKET SIZE & FORECAST BY PRODUCT (2022-2032)**

- 5.1. Segment Dashboard
- 5.2. Global Durian Fruit Market: Product Revenue Trend Analysis, 2022 & 2032 (USD Million)
  - 5.2.1. Frozen Pulp & Paste
  - 5.2.2. Whole Fruit

## **CHAPTER 6. GLOBAL DURIAN FRUIT MARKET SIZE & FORECAST BY DISTRIBUTION CHANNEL (2022-2032)**

### 6.1. Segment Dashboard

### 6.2. Global Durian Fruit Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Million)

- 6.2.1. Supermarkets & Hypermarkets
- 6.2.2. Convenience & Specialty Stores
- 6.2.3. Online

## **CHAPTER 7. GLOBAL DURIAN FRUIT MARKET SIZE & FORECAST BY REGION (2022-2032)**

### 7.1. North America Durian Fruit Market

#### 7.1.1. U.S. Durian Fruit Market

- 7.1.1.1. Product breakdown size & forecasts, 2022-2032
- 7.1.1.2. Distribution Channel breakdown size & forecasts, 2022-2032

#### 7.1.2. Canada Durian Fruit Market

#### 7.1.3. Mexico Durian Fruit Market

### 7.2. Europe Durian Fruit Market

#### 7.2.1. UK Durian Fruit Market

#### 7.2.2. Germany Durian Fruit Market

#### 7.2.3. France Durian Fruit Market

#### 7.2.4. Italy Durian Fruit Market

#### 7.2.5. Spain Durian Fruit Market

#### 7.2.6. Scandinavia (Denmark, Sweden, Norway) Durian Fruit Market

### 7.3. Asia Pacific Durian Fruit Market

#### 7.3.1. China Durian Fruit Market

#### 7.3.2. Japan Durian Fruit Market

#### 7.3.3. India Durian Fruit Market

#### 7.3.4. Thailand Durian Fruit Market

#### 7.3.5. South Korea Durian Fruit Market

#### 7.3.6. Australia Durian Fruit Market

#### 7.3.7. Vietnam Durian Fruit Market

### 7.4. Latin America Durian Fruit Market

#### 7.4.1. Brazil Durian Fruit Market

#### 7.4.2. Argentina Durian Fruit Market

#### 7.4.3. Rest of Latin America Durian Fruit Market

### 7.5. Middle East & Africa Durian Fruit Market



- 7.5.1. South Africa Durian Fruit Market
- 7.5.2. Saudi Arabia Durian Fruit Market
- 7.5.3. UAE Durian Fruit Market
- 7.5.4. Kuwait Durian Fruit Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Charoen Pokphand Group
  - 8.1.2. Sunshine International Co., Ltd.
  - 8.1.3. Thai Agri Foods Public Company Limited
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Chainoi Food Company Limited
  - 8.3.2. Interfresh Co., Ltd.
  - 8.3.3. TRL (South East Asia) Sdn Bhd
  - 8.3.4. Top Fruits Sdn Bhd
  - 8.3.5. Hernan Corporation

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes

## I would like to order

Product name: Global Durian Fruit Market Size Study, by Product (Frozen Pulp & Paste, Whole Fruit), by Distribution Channel (Supermarkets & Hypermarkets, Online), and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/GE63F97768C1EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE63F97768C1EN.html>