

# **Global Durian Powder Market Size study, By End Use (Desserts & Ice-creams, Soft Drinks, Bakery, Confectionery, Snacks, Powder Premixes, Others), By Distribution Channel (Hypermarkets & Supermarkets, Online Channel, Convenience Stores, Departmental Stores, Indirect Sales), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Durian Powder Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Durian Powder can be defined as a tropical fruit identified by its large size and spiky, hard outer shell. It has a pungent smell, and custard-like flesh with large seeds. It largely grows in the Southeast Asian countries of Malaysia, Indonesia, and Thailand. To obtain powder, fresh durian is first freeze-dried and then ground into a powder for further application. Durian fruits are said to be rich in calcium, potassium and magnesium. The growing consumption of bakery & confectionery products and increasing awareness towards health benefits of durian as well as surging utilization of durian in various food products are factors that are accelerating the global market demand. For instance, as per Statista – as of 2022, revenue in worldwide Confectionery & Snacks segment valued at USD 1530 billion. The market is projected to grow by CAGR of 2.46% between 2022 & 2027 to reach to USD 1730 billion by end of 2027. Furthermore, different bakery & confectionery companies are coming up with innovative products in combination with durian powder. For instance, in August 2020, Mondelez International launched Cadbury dairy milk durian variant in Indonesia. Also, growing demand for flavoring agent in the food industry and increasing penetration of online sales channel are anticipated to act as a catalyzing factor for the market demand during

the forecast period. However, health risk associated with high sugar content of durian impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Durian Powder Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing utilization of durian in different food products and rising geriatric population in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the region being largest cultivator of the durian fruit and increasing cross border trade in the region, would create lucrative growth prospects for the global Durian Powder Market across the Asia Pacific region.

Major market players included in this report are:

Sunshine International  
TanTan Food  
Thai Foods International  
Naturalin  
Siam Oriental Food and Beverage  
Thai Ao Chi Fruits  
Jinhua Huayang Foods  
Naturalin BioTech Co., Ltd  
Laybio Natural  
Yu Wei Food Trading Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By End Use:

Desserts & Ice-creams  
Soft Drinks  
Bakery  
Confectionery  
Snacks

Powder Premixes

Others

By Distribution Channel:

Hypermarkets & Supermarkets

Online Channel

Convenience Stores

Departmental Stores

Indirect Sales

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Durian Powder Market in Market Study:

*Global Durian Powder Market Size study, By End Use (Desserts & Ice-creams, Soft Drinks, Bakery, Confectionery,...*

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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