

Global Fruit Puree Market Size Study, by Product (Tropical & Exotic, Citrus, Berries, Others), by Application (Beverages, Bakery & Snacks, Infant Foods, Others), and Regional Forecasts 2022-2032

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Abstracts

Global Fruit Puree Market is valued at USD 4.77 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 6.7% over the forecast period 2024-2032. Fruit puree, a thick and nutrient-rich blend of mashed fruits, has become a crucial ingredient across diverse industries such as food & beverages, bakery, snacks, and infant nutrition. The market is primarily driven by consumer demand for clean-label, organic, and natural products in the wake of growing health consciousness.

The food and beverage industry serves as a dominant application segment for fruit puree, leveraging its versatility as a base for smoothies, juices, sauces, and desserts. Rising urbanization, increasing disposable income, and the adoption of premium dietary products further bolster market growth. Additionally, fruit purees are gaining popularity in infant foods due to their minimal processing, high nutrient retention, and suitability for delicate digestive systems, supporting the increasing trend of organic and natural food consumption.

The tropical & exotic fruit puree segment leads the market, commanding a substantial revenue share in 2024. The demand is fueled by increasing consumer interest in unique and flavorful fruits like mango, passion fruit, guava, lychee, and dragon fruit. These purees not only offer distinctive flavors but are also recognized for their rich nutritional profiles, appealing to both consumers and food manufacturers aiming to enhance product offerings.

Citrus fruit purees, on the other hand, are expected to grow at the fastest CAGR during

the forecast period, driven by their increasing use across applications in food & beverages, bakery, and even personal care products. For instance, breweries use citrus purees to introduce innovative beverages with enhanced flavor profiles. Moreover, the use of lemon, lime, and orange purees in functional beverages underscores the rising trend of health-oriented consumption.

Asia Pacific dominates the fruit puree market, holding the largest revenue share in 2024. This is attributed to the uninterrupted availability of tropical fruits, rapid expansion of the food & beverage sector, and the growing preference for convenience-driven and ready-to-eat products. Countries like China and India lead the regional market due to their large population bases, evolving consumer preferences, and robust growth in processed food consumption.

North America and Europe also hold significant shares in the market. In North America, the focus on clean-label and functional food products drives the demand for fruit purees, especially in bakery and beverages. Meanwhile, in Europe, the preference for organic and high-quality ingredients aligns with consumer trends towards sustainability and ethical sourcing.

Latin America, with its extensive tropical fruit production and strong export capabilities, presents notable growth potential. Brazil, a key player in the regional market, is recognized for its production of innovative and exotic fruit-based offerings such as açaí and passion fruit puree.

The market is characterized by intense competition among key players focusing on innovation, product portfolio diversification, and strategic collaborations. Companies like Döhler GmbH, AGRANA Beteiligungs-AG, and Oregon Fruit Products are investing heavily in R&D to cater to the rising demand for functional and health-focused fruit puree products.

Döhler GmbH leads the market with its diverse range of natural food ingredients, including fruit purees customized for different applications such as beverages, bakery, and plant-based products. Oregon Fruit Products is recognized for its seasonal and limited-edition fruit purees, catering to specialty beverage makers and breweries.

Key strategies adopted by these players include enhancing digital marketing efforts, expanding distribution networks (both online and offline), and forming partnerships with foodservice providers. The focus on sustainable sourcing and eco-friendly packaging further aligns with the growing consumer demand for ethical and environmentally

conscious products.

Major market players included in this report are:

Döhler GmbH

Kerr by Ingredion

AGRANA Beteiligungs-AG

Oregon Fruit Products

Fenix

The Perfect Puree of Napa Valley

Tree Top

Grnewald International

Uren Food Group Limited

CHINA KUNYU INDUSTRIAL CO., LIMITED

Brothers International Food Holdings, LLC

Kerry Group PLC

SVZ International BV

Nestlé S.A.

Del Monte Foods, Inc.

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

By Product

Tropical & Exotic

Citrus

Berries

Others

By Application

Beverages

Bakery & Snacks

Infant Food

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

Netherlands

UK

France

Italy

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

Middle East

UAE

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.

Global Fruit Puree Market Size Study, by Product (Tropical & Exotic, Citrus, Berries, Others), by Application...

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

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

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

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