

Global Vegetable Flakes & Granules Market Size study, by Type (Onion, Tomato, Potato, Carrot, Bell Peppers And Herbs, Others), Application, End-user, and Regional Forecasts 2022-2032

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Abstracts

Global Vegetable Flakes & Granules Market is valued at approximately USD 17.97 billion in 2023 and is projected to register a promising CAGR of more than 5.40% over the forecast period 2024–2032. The demand trajectory of vegetable flakes and granules is ascending sharply as the global food ecosystem gravitates toward convenience, nutritional value, and longer shelf-life without compromising flavor or texture. These dehydrated and processed ingredients, primarily derived from staple crops like onions, tomatoes, potatoes, carrots, and bell peppers, are now pivotal in large-scale culinary operations, packaged food manufacturing, and institutional catering—offering clean-label alternatives to artificial additives.

The acceleration in the market is largely attributed to lifestyle shifts that favor ready-to-cook meals, processed food innovations, and time-saving culinary solutions. From sauces and soups to bakery fillings and instant noodles, vegetable flakes and granules provide not just taste and color but also enhance mouthfeel and binding capacity. These products are extensively utilized across hotels, restaurants, QSR chains, and commercial kitchens where ingredient consistency and inventory longevity are crucial. Moreover, advancements in dehydration technologies, including drum drying and vacuum drying, have significantly improved rehydration rates and nutrient retention, boosting consumer confidence in their health quotient.

However, the industry is not devoid of operational complexities. Climatic vulnerabilities affecting vegetable yields, price volatility, and quality inconsistencies in raw produce pose supply-side bottlenecks. Moreover, emerging consumer groups are increasingly

scrutinizing ingredient origin, processing transparency, and pesticide traces in end products. To combat these issues, leading players are investing in backward integration, contract farming, and organic certification pathways to ensure reliability and traceability in their supply chains. Simultaneously, brands are innovating with exotic vegetable blends and spice-infused granules to add gourmet appeal to traditionally utilitarian products.

The product's functional agility across multiple end-users is redefining its global relevance. In food manufacturing, vegetable granules are being incorporated into extruded snacks, meal kits, plant-based patties, and bakery mixes. Meanwhile, in health-conscious verticals, these ingredients support clean-eating formulations, keto-friendly meals, and fiber-rich dietary concepts. With global consumers gravitating towards low-waste and preservative-free packaged products, the role of vegetable flakes in enabling label simplification and nutritional fortification is becoming indispensable.

Regionally, North America commands a leading position in the vegetable flakes and granules market, powered by strong demand from processed food brands, frozen meals manufacturers, and institutional buyers. Europe follows, where consumer preference for organic and additive-free food is catalyzing premium product segments. Asia Pacific is anticipated to witness the fastest growth over the forecast period, fueled by a rise in urbanization, snacking trends, and foodservice expansion in emerging economies like India, China, and Indonesia. Latin America and the Middle East & Africa are also on a steady growth curve as convenience foods begin to penetrate regional retail shelves and hospitality menus.

Major market player included in this report are:

OFD Foods, LLC

Olam International

Jain Farm Fresh Foods Ltd.

Garlico Industries Ltd.

Silva International, Inc.

Natural Dehydrated Vegetables Pvt. Ltd.

Sensient Natural Ingredients

BCFoods, Inc.

VNKC Dehydrated Foods

Drytech Processes (I) Pvt. Ltd.

European Freeze Dry

Mercer Foods, LLC

FutureCeuticals Inc.

Real Dehydrates Pvt. Ltd.

Freeze-Dry Foods GmbH

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

By Type

Onion

Tomato

Potato

Carrot

Bell Peppers And Herbs

Others

By Application

Soups & Sauces

Ready Meals

Snacks

Bakery Products

Others

By End-user

Food & Beverage Industry

HoReCa (Hotels, Restaurants & Cafes)

Household

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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 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.

Contents

CHAPTER 1. GLOBAL VEGETABLE FLAKES & GRANULES MARKET EXECUTIVE SUMMARY

- 1.1. Global Vegetable Flakes & Granules Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - 1.3.2. By End user
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL VEGETABLE FLAKES & GRANULES 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 VEGETABLE FLAKES & GRANULES MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Surge in demand for convenience foods and clean label ingredients
- 3.1.2. Advances in dehydration and processing technologies
- 3.1.3. Expansion of foodservice and QSR chains globally

3.2. Market Challenges

- 3.2.1. Climatic vulnerabilities and raw material volatility
- 3.2.2. Quality inconsistencies and supply chain traceability concerns

3.3. Market Opportunities

- 3.3.1. Backward integration and contract farming models
- 3.3.2. Product innovation in exotic blends and gourmet offerings
- 3.3.3. Expansion into clean label and health oriented segments

CHAPTER 4. GLOBAL VEGETABLE FLAKES & GRANULES MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force 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
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

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. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL VEGETABLE FLAKES & GRANULES MARKET SIZE & FORECASTS BY TYPE 2022–2032

5.1. Segment Dashboard

5.2. Global Vegetable Flakes & Granules Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

5.2.1. Onion

5.2.2. Tomato

5.2.3. Potato

5.2.4. Carrot

5.2.5. Bell Peppers And Herbs

5.2.6. Others

CHAPTER 6. GLOBAL VEGETABLE FLAKES & GRANULES MARKET SIZE & FORECASTS BY END USER 2022–2032

6.1. Segment Dashboard

6.2. Global Vegetable Flakes & Granules Market: End user Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

6.2.1. Food & Beverage Industry

6.2.2. HoReCa (Hotels, Restaurants & Caf?s)

6.2.3. Household

6.2.4. Others

CHAPTER 7. GLOBAL VEGETABLE FLAKES & GRANULES MARKET SIZE & FORECASTS BY REGION 2022–2032

7.1. North America Vegetable Flakes & Granules Market

7.1.1. U.S. Vegetable Flakes & Granules Market

7.1.1.1. Type breakdown size & forecasts, 2022–2032

7.1.1.2. End user breakdown size & forecasts, 2022–2032

7.1.2. Canada Vegetable Flakes & Granules Market

7.2. Europe Vegetable Flakes & Granules Market

7.2.1. UK Vegetable Flakes & Granules Market

7.2.2. Germany Vegetable Flakes & Granules Market

7.2.3. France Vegetable Flakes & Granules Market

7.2.4. Spain Vegetable Flakes & Granules Market

7.2.5. Italy Vegetable Flakes & Granules Market

7.2.6. Rest of Europe Vegetable Flakes & Granules Market

7.3. Asia Pacific Vegetable Flakes & Granules Market

7.3.1. China Vegetable Flakes & Granules Market

7.3.2. India Vegetable Flakes & Granules Market

- 7.3.3. Japan Vegetable Flakes & Granules Market
- 7.3.4. Australia Vegetable Flakes & Granules Market
- 7.3.5. South Korea Vegetable Flakes & Granules Market
- 7.3.6. Rest of Asia Pacific Vegetable Flakes & Granules Market
- 7.4. Latin America Vegetable Flakes & Granules Market
 - 7.4.1. Brazil Vegetable Flakes & Granules Market
 - 7.4.2. Mexico Vegetable Flakes & Granules Market
 - 7.4.3. Rest of Latin America Vegetable Flakes & Granules Market
- 7.5. Middle East & Africa Vegetable Flakes & Granules Market
 - 7.5.1. Saudi Arabia Vegetable Flakes & Granules Market
 - 7.5.2. South Africa Vegetable Flakes & Granules Market
 - 7.5.3. Rest of Middle East & Africa Vegetable Flakes & Granules Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. OFD Foods, LLC
 - 8.1.2. Olam International
 - 8.1.3. Jain Farm Fresh Foods Ltd.
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. OFD Foods, LLC
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Market Strategies
 - 8.3.2. Olam International
 - 8.3.3. Jain Farm Fresh Foods Ltd.
 - 8.3.4. Garlico Industries Ltd.
 - 8.3.5. Silva International, Inc.
 - 8.3.6. Natural Dehydrated Vegetables Pvt. Ltd.
 - 8.3.7. Sensient Natural Ingredients
 - 8.3.8. BCFoods, Inc.
 - 8.3.9. VNKC Dehydrated Foods
 - 8.3.10. Drytech Processes (I) Pvt. Ltd.
 - 8.3.11. European Freeze Dry
 - 8.3.12. Mercer Foods, LLC
 - 8.3.13. FutureCeuticals Inc.

8.3.14. Real Dehydrates Pvt. Ltd.

8.3.15. Freeze Dry Foods GmbH

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

List Of Tables

LIST OF TABLES

TABLE 1. Global Vegetable Flakes & Granules market, report scope

TABLE 2. Global Vegetable Flakes & Granules market estimates & forecasts by Region 2022–2032 (USD Million/Billion)

TABLE 3. Global Vegetable Flakes & Granules market estimates & forecasts by Type 2022–2032 (USD Million/Billion)

TABLE 4. Global Vegetable Flakes & Granules market estimates & forecasts by End user 2022–2032 (USD Million/Billion)

TABLE 5. Global Vegetable Flakes & Granules market by segment, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 6. Global Vegetable Flakes & Granules market by region, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 7. Global Vegetable Flakes & Granules market by segment, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 8. Global Vegetable Flakes & Granules market by region, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 9. Global Vegetable Flakes & Granules market by segment, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 10. Global Vegetable Flakes & Granules market by region, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 11. Global Vegetable Flakes & Granules market by segment, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 12. Global Vegetable Flakes & Granules market by region, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 13. Global Vegetable Flakes & Granules market by segment, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 14. Global Vegetable Flakes & Granules market by region, estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 15. U.S. Vegetable Flakes & Granules market estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 16. U.S. Vegetable Flakes & Granules market estimates & forecasts by segment 2022–2032 (USD Million/Billion)

TABLE 17. U.S. Vegetable Flakes & Granules market estimates & forecasts by segment 2022–2032 (USD Million/Billion)

TABLE 18. Canada Vegetable Flakes & Granules market estimates & forecasts, 2022–2032 (USD Million/Billion)

TABLE 19. Canada Vegetable Flakes & Granules market estimates & forecasts by segment 2022–2032 (USD Million/Billion)

TABLE 20. Canada Vegetable Flakes & Granules market estimates & forecasts by segment 2022–2032 (USD Million/Billion)

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