

# Global Freeze-Dried Food Market 2023

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## Abstracts

### Description

The Freeze-Dried Food Market is anticipated to achieve a market value of USD 4.34 billion by 2029, exhibiting a compound annual growth rate (CAGR) of 6.7% during the period from 2023 to 2029. Freeze-drying, a contemporary preservation technique, involves the freezing of food, subsequent removal of moisture within a vacuum chamber, and subsequent sealing. Freeze-dried food products are known for their advantageous characteristics, including ease of transportation, extended shelf life, and minimal preparation requirements.

There is a notable increase in consumer awareness regarding health and well-being, which has led to a growing preference for convenient food options. Additionally, the process of urbanization and evolving lifestyles have further contributed to the demand for easily accessible and time-saving food choices.

Food service establishments, such as restaurants and hotels, have recognized the benefits associated with incorporating freeze-dried products into their offerings, particularly fruits and vegetables. Furthermore, the growth of the tourism industry has resulted in an increased demand for freeze-dried food products, as they provide a practical solution for travelers seeking lightweight and easily transportable food options.

Consumers exhibit a preference for freeze-dried foods due to their superior storage capabilities, ease of handling, and quick preparation. These factors, combined with the expanding food-processing sector and the rising demand for convenience food, have been instrumental in driving the overall market growth.

Moreover, heightened consumer awareness regarding the potential side effects of artificial additives has led to an increased demand for natural and healthy food

alternatives. Freeze-dried products, which retain nutrients without the need for additives, align perfectly with this growing preference for wholesome food choices.

Market players have recognized the significant potential of freeze-drying technology and have strategically incorporated it into their operations. This enables them to cater to the evolving demands of consumers, particularly for heat-sensitive products, by offering longer preservation and convenient consumption options.

## Market Segmentation

The market is segmented based on product type, distribution channel, and geography.

### Segmentation by Product Type

Fruits %li%Strawberry, Raspberry, Pineapple, Apple, Mango, Others

Vegetables %li%Pea, Corn, Carrot, Potato, Mushroom, Others

Freeze-dried Meat and Seafood

Freeze-Dried Beverages

Freeze-Dried Dairy Products

Prepared Meals

Pet Food

### Segmentation by Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Online Stores

Others

### Segmentation by Geography

North America %li%United States, Canada, Mexico, and Rest of North America

Europe %li%United Kingdom, Germany, France, Italy, Spain, Russia, and Rest of Europe

Asia-Pacific %li%China, Japan, India, Australia, South Korea, and Rest of Asia-Pacific

Latin America %li%Brazil, Argentina, and Rest of Latin America

Middle East and Africa %li%Saudi Arabia, South Africa, and Rest of Middle East and Africa

The demand for pet foods is driven by global pet adoption and the preference for nutrient-rich, long-lasting pet food. Freeze-dried vegetables are experiencing rapid growth due to health-conscious consumers and interest in expeditions. Supermarkets and hypermarkets are popular sales channels for freeze-dried food, offering space, brands, discounts, and loyalty offers. Freeze-dried fruits are used in the bakery industry for color and flavor. Clean-label freeze-dried food meets the trend of healthy snacking, with market players focusing on vegan, gluten-free, and all-natural options. Consumers demand nutritional content, health impact, sustainability, sourcing, and social responsibility. Busy lifestyles and disposable income drive the shift towards frozen meals and products.

North America leads the market with consumer acceptance and innovative freeze-dried products. Asia-Pacific is the fastest-growing region, driven by changing consumption patterns, rising income, and convenience preferences. The region's demand for freeze-dried food is fueled by processed food consumption and on-the-go lifestyles. Internet penetration and online grocery shopping contribute to the growth of freeze-dried ready meals. Chinese consumers seek healthy and innovative products that fit their schedules, offering opportunities for foreign manufacturers.

## Competitive Landscape

The global freeze-dried food market is highly competitive, with numerous regional and multinational companies vying for market leadership. Key companies in this market include Ajinomoto Co. Inc., Asahi Group Holdings Ltd., European Freeze Dry Ltd., Harmony House Foods Inc., Katadyn Products Inc., LYOFOD Sp. z o.o., Mercer Foods LLC., Nestle S.A., OFD Foods LLC, Thrive Life LLC. These companies employ

various strategies such as product innovations, partnerships, and mergers and acquisitions to maintain their market share and drive market growth.

### Recent Industry Developments

In June 2022, Conagra Brands introduced new summer products to address mealtime challenges and cater to various cravings with trendy flavors and convenient preparation methods.

In April 2022, Prasuma expanded its frozen snack product portfolio with options like spring rolls, nuggets, samosas, kababs, and bacon, diversifying its frozen snacks offerings.

In January 2022, Crispy Green unveiled Pi?a Picante, a new flavor of freeze-dried pineapple snacks made with clean-label ingredients and packaged for long shelf life.

### Why Buy This Report?

Get a detailed picture of the Global Freeze-Dried Food Market

Identify segments/areas to invest in over the forecast period in the Global Freeze-Dried Food Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format

Strategy consulting and research support for three months

Print authentication provided for the single-user license

## Contents

### **PART 1. INTRODUCTION**

- 1.1 Description
- 1.2 Objectives of The Study
- 1.3 Market Segment
- 1.4 Years Considered for The Report
- 1.5 Currency
- 1.6 Key Target Audience

### **PART 2. RESEARCH METHODOLOGY**

### **PART 3. EXECUTIVE SUMMARY**

### **PART 4. MARKET OVERVIEW**

### **PART 5. GLOBAL FREEZE-DRIED FOOD MARKET BY PRODUCT TYPE**

- 5.1 Freeze-dried beverages
- 5.2 Freeze-dried dairy products
- 5.3 Freeze-dried meat and seafood
- 5.4 Fruits
- 5.5 Pet food
- 5.6 Prepared meals
- 5.7 Vegetables

### **PART 6. GLOBAL FREEZE-DRIED FOOD MARKET BY DISTRIBUTION CHANNEL**

- 6.1 Convenience stores
- 6.2 Online stores
- 6.3 Supermarkets/hypermarkets
- 6.4 Others

### **PART 7. GLOBAL FREEZE-DRIED FOOD MARKET BY GEOGRAPHY**

- 7.1 North America
- 7.2 Europe
- 7.3 Asia-Pacific
- 7.4 Latin America
- 7.5 Middle East and Africa

## **PART 8. COMPANY PROFILES**

- 8.1 Ajinomoto Co., Inc.
- 8.2 Asahi Group Holdings, Ltd.
- 8.3 European Freeze Dry Ltd.
- 8.4 Harmony House Foods, Inc.
- 8.5 Katadyn Products Inc.
- 8.6 LYOFOOD Sp. z o.o.
- 8.7 Mercer Foods, LLC.
- 8.8 Nestle S.A.
- 8.9 OFD Foods, LLC
- 8.10 Thrive Life, LLC

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