

Global Hawthorn Fruit Powder Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Hawthorn Fruit Powder market size was valued at US\$ 32.51 million in 2025 and is forecast to a readjusted size of US\$ 47.61 million by 2032 with a CAGR of 5.7% during review period.

Hawthorn Fruit Powder is a fruit-based powder made from hawthorn fruits. In the context of Chinese hawthorn used for foods and traditional products, ?Shan Zha / Crataegi Fructus? refers to the dried ripe fruit of *Crataegus pinnatifida* from the Rosaceae family, which is widely used both as a food ingredient and in traditional herbal contexts.

Upstream, the key raw material is ripe hawthorn fruit, typically sourced as fresh fruit for further processing or as dried fruit depending on the supply chain. Downstream, hawthorn fruit is widely used in confectionery and traditional snacks, fruit preparations and beverages, and it can also be incorporated into savory sauces and dietary supplement/herbal products depending on grade and compliance.

In 2025, global sales of Hawthorn Fruit Powder reached approximately 3,950 tons, with an average global market price of around US\$ 8/kg. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 25% to 35%.

This report is a detailed and comprehensive analysis for global Hawthorn Fruit Powder market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that

contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Hawthorn Fruit Powder market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/kg), 2021-2032

Global Hawthorn Fruit Powder market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/kg), 2021-2032

Global Hawthorn Fruit Powder market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/kg), 2021-2032

Global Hawthorn Fruit Powder market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/kg), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Hawthorn Fruit Powder
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Hawthorn Fruit Powder market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Hebei Hongfeng Food, KangMed, Damin International, Wanbang Food, Shaanxi Xintianyu Biotechnology, Shaanxi Jintai Biological Engineering, Fufeng Sinuote Biotechnology, Qingdao Sunrise Biotechnology, Cangzhou Chaochen Biotech, YANGGE Biotech, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Hawthorn Fruit Powder market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Whole Fruit Powder

Fruit Pulp Powder

Other

Market segment by Drying Technology

Freeze-Dried

Spray-Dried

Other

Market segment by Botanical Source

Hawthorn

Crataegus Pinnatifida

Market segment by Application

Food and Beverages

Dietary Supplements

Pharmaceuticals

Other

Major players covered

Hebei Hongfeng Food

KangMed

Damin International

Wanbang Food

Shaanxi Xintianyu Biotechnology

Shaanxi Jintai Biological Engineering

Fufeng Sinuote Biotechnology

Qingdao Sunrise Biotechnology

Cangzhou Chaochen Biotech

YANGGE Biotech

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Hawthorn Fruit Powder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Hawthorn Fruit Powder, with price, sales quantity, revenue, and global market share of Hawthorn Fruit Powder from 2021 to 2026.

Chapter 3, the Hawthorn Fruit Powder competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Hawthorn Fruit Powder breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Hawthorn Fruit Powder market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Hawthorn Fruit Powder.

Chapter 14 and 15, to describe Hawthorn Fruit Powder sales channel, distributors, customers, research findings and conclusion.

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