

Citrus Concentrates Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 to 2034

<https://marketpublishers.com/r/CFCD42F90F9AEN.html>

Date: November 2024

Pages: 200

Price: US\$ 4,850.00 (Single User License)

ID: CFCD42F90F9AEN

Abstracts

The Global Citrus Concentrates Market was valued at USD 8.8 billion in 2024 and is projected to grow at a CAGR of 5.6% between 2025 and 2034. The market is evolving rapidly, influenced by shifting consumer preferences, advancements in production technologies, and growing demand for healthier options. A key driver of this growth is the rising preference for natural and organic products, reflecting broader trends in the food and beverage industry.

Among product types, orange concentrate dominates the market, fueled by its widespread use in beverages such as juices and flavored drinks. With health awareness on the rise, consumers increasingly favor natural and organic options, boosting demand for concentrates free from artificial additives. This trend aligns with the growing interest in fresh and authentic flavors, positioning orange concentrate as a key growth segment.

The market is segmented into liquid and powdered concentrates, with liquid forms maintaining a stronghold. Valued at USD 5 billion in 2024, liquid concentrates are preferred for their ease of use and adaptability in a variety of beverage applications. However, powdered concentrates are gaining momentum due to their extended shelf life and suitability for health-conscious consumers. They are particularly popular in functional foods and supplements, offering concentrated flavor without added sugars or preservatives.

The U.S. market accounted for USD 2.1 billion in 2024 and is poised to grow at a 6.3% CAGR through 2032. This growth is largely attributed to changing consumer habits and industry innovations. Health-conscious individuals increasingly seek citrus concentrates made from organic sources and free of artificial ingredients. Manufacturers are

responding with clean-label offerings that emphasize quality, transparency, and sustainability.

The surge in demand for natural, organic, and clean-label products is reshaping the citrus concentrates industry. Consumers are prioritizing products that align with their health and environmental values, prompting producers to invest in sustainable sourcing and innovative processing methods. Additionally, the increasing use of citrus concentrates in functional foods and beverages is driving growth as these products cater to the growing demand for nutrient-dense options.

In conclusion, the global citrus concentrates market is on a growth trajectory, driven by health-conscious consumer trends, innovations in product development, and the rising appeal of natural and organic offerings. This evolution is expected to sustain steady growth in the coming years.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Growing awareness of the health benefits
 - 3.6.1.2 Increasing consumer and regulatory pressures for sustainable sourcing
 - 3.6.1.3 Technological advancements
 - 3.6.1.4 E-commerce growth
 - 3.6.2 Industry pitfalls & challenges

- 3.6.2.1 Supply chain vulnerabilities
- 3.6.2.2 Regulatory challenges
- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021-2034 (USD MILLION) (TONS)

- 5.1 Key trends
- 5.2 Orange concentrate
- 5.3 Lemon concentrate
- 5.4 Grapefruit concentrate
- 5.5 Mandarin concentrate
- 5.6 Tangerine concentrate
- 5.7 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY FORM, 2021-2034 (USD MILLION) (TONS)

- 6.1 Key trends
- 6.2 Liquid
- 6.3 Powder

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2034 (USD MILLION) (TONS)

- 7.1 Key trends
- 7.2 Beverages
- 7.3 Bakery & confectionery
- 7.4 Dairy products
- 7.5 Sauces, dressings, and condiments

7.6 Cosmetics and personal care products

7.7 Others

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD MILLION) (TONS)

8.1 Key trends

8.2 B2B

8.3 Business-to-consumer (B2C)

8.4 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD MILLION) (TONS)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 UK

9.3.2 Germany

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Russia

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.6 MEA

9.6.1 South Africa

9.6.2 Saudi Arabia

9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

- 10.1 ADM
- 10.2 American International Foods
- 10.3 Bioven Ingredients
- 10.4 Dohler
- 10.5 Kerry Group
- 10.6 Lemonconcentrate
- 10.7 Louis Dreyfus Company
- 10.8 Nielsen Citrus Products Company
- 10.9 Premier Juices
- 10.10 Rachel's Orchard

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