

Dragon Fruit Powder Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Dragon Fruit Powder Market was valued at USD 12.7 billion in 2023 and is anticipated to grow at an impressive CAGR of 16.1% from 2024 to 2032. Derived from the dried and finely ground flesh of dragon fruit powder has become increasingly popular in markets worldwide, thanks to its rich nutritional profile and versatility. In 2023, the red dragon fruit segment accounted for over USD 6.8 billion, with an expected CAGR of 15.7% during 2024-2032. Red dragon fruit powder is particularly attractive due to its higher antioxidant levels than white varieties, and its vibrant hue makes it a desirable natural colorant for various food and beverage applications. This trend resonates well with consumers looking for clean-label products. Dragon fruit powder market from the conventional form segment was valued at USD 8.2 billion in 2023, with a projected CAGR of 15.9% from 2024 to 2032. This segment remains popular due to its cost-effectiveness and accessibility, making it an appealing option for price-sensitive consumers.

Conventional dragon fruit powder is commonly utilized in a wide range of products, including snacks and dietary supplements. The food and beverage segment of the dragon fruit powder market is expected to grow at a CAGR of 15.8% from 2024 to 2032, with a market size of USD 6.3 billion in 2023. The increasing demand for beneficial, organic ingredients drives this growth, particularly as dragon fruit powder gains traction in smoothies, health drinks, and other applications due to its vibrant color and health benefits. Supermarkets and hypermarkets play a crucial role in the distribution of dragon fruit powder, generating USD 4.3 billion in 2023 with a projected CAGR of 15.4% from 2024 to 2032. These retail outlets offer consumers convenient access to health-focused products, including superfoods like dragon fruit powder, which aligns with the growing trend toward natural and nutrient-rich ingredients. In the U.S. alone, the dragon fruit

powder market is expected to reach USD 3.4 billion by 2032, driven by a surge in consumer interest in superfoods and health-conscious diets.

The U.S. dragon fruit powder market is on a strong upward trajectory, driven by heightened consumer interest in foods and a focus on health-based diets. The combination of its rich nutritional content and versatility makes dragon fruit powder an appealing choice for those looking to enhance their diets with natural, nutrient-rich options. As trends in health and wellness continue to evolve, the demand for dragon fruit powder is likely to rise, further solidifying its position in the market.

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