

Frozen Fruits Market Size, Share & Trends Analysis Report By Product (Citrus Fruits, Tropical Fruits, Berries, Others), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Frozen Fruits Market Growth & Trends

The global frozen fruits market size is expected to reach USD 6.69 billion in 2030 and is projected to grow at a CAGR of 6.6% from 2025 to 2030. Growing popularity of shelf stable products, including packaged fruits and vegetables, as a result of increased occurrences of COVID-19 at the global level is expected to expand the market scope. As most international trade has been affected by the pandemic, consumers are expected to increasingly spend on purchase of packaged food items, such as frozen fruits.

The industry is expected to witness growth owing to increased use of these products in the preparation of various beverages. Mocktails and cocktails have been gaining increased popularity during the last few years as traditional bars and restaurants can be seen creating a space for a variety of these product forms in their menu. Both alcoholic and alcohol-free drinks are being preferred by millennials. These beverages are fortified with a variety of packaged fruits, including grapes, cranberry, cherry, coconut, strawberry, watermelon, blackberry, raspberry, and strawberry. Application scope of these beverages in the commercial and household sectors at the global level is expected to fuel the market growth over the next few years.

The use of variety of berries and citrus and tropical fruits has become an upcoming

trend among millennials. In addition, demand for these frozen products has been witnessing growth in the households as they are used in a wide variety of recipes, including salads, pancakes, salsa, guacamole, marinades, tacos, popsicles, smoothies, dips, and kabobs.

Frozen Fruits Market Report Highlights

Based on product, tropical fruits segment accounted for the largest revenue share of 43.5% in the global market in 2024. Growing popularity of tropical varieties, including papaya, banana, and pineapple, as a key vitamin source among consumers is fueling the growth of the segment.

Berries segment is anticipated to grow at the fastest CAGR during the forecast period in the frozen fruits industry owing to growing adoption of these products in the formulation of various beverages in developing countries, including China and India.

The online segment, on the other hand, is expected to grow at the fastest CAGR from 2025 to 2030. The progress in transportation, along with reduced delivery time and product quality management, has played a crucial role in the growth of the segment.

The North America frozen fruits market accounted for the largest revenue share of 31.5% globally in 2024. Growing popularity of fruit-fortified beverages among health-conscious consumers in the U.S. is expected to remain a key factor driving the industry.

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