

# **Processed & Frozen Fruits Market Size, Share & Trends Analysis Report By Product (Dried, Canned, Frozen, Convenience), By Distribution Channel (Offline, Online), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2022 - 2028**

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## **Abstracts**

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### **Processed & Frozen Fruits Market Growth & Trends**

The global processed & frozen fruits market size is expected to reach USD 66.94 billion by 2028, registering a CAGR of 4.1% from 2022 to 2028, according to a new report by Grand View Research, Inc. The growing processed and packed food industry and rising spending on food products are expected to promote market growth over the forecast period. Moreover, the increasing consumption of packaged fruits due to the presence of more health-promoting antioxidants than fresh fruits has anticipated market growth in the forecast period.

A lockdown situation has been observed during the COVID-19 pandemic, and it showed an impact on the market due to the suspended or delayed supply of fruit products. Moreover, the increasing demand for packaged fruit products after the pandemic will create opportunities for the market players.

The frozen segment is expected to grow with the fastest growth rate of 4.9% from 2022 to 2028. Frozen fruits as convenient nutritious food made available for consumers through retail channels is driving the growth of the market. Moreover, the growing popularity and demand for frozen food coupled with the increasing disposable income of the consumers are the significant factors of the market growth. Additionally, the rising

demand for processed and packaged food products worldwide has propelled the market growth.

The online segment of the market is anticipated to register the fastest growth with a CAGR of 4.6% from 2022 to 2028 over the forecast period. The rising adoption of the e-commerce sector for the shopping of consumer goods and food products by consumers due to the internet penetration has witnessed lucrative growth in recent years. Several suppliers of these products are offering products on their websites as well as on the e-commerce platforms have boosted the market growth.

North America made the largest contribution to the global processed & frozen fruits market share with over 30% in 2021. The increasing awareness about the health benefits of consuming processed fruit in this region is propelling the growth of the market. In addition to this, rapid change in the lifestyle of consumers who are more concerned about health and wellness are boosting the industry's growth over the upcoming years. The rising consumption of packaged food products in the U.S., and Canada due to the presence of high nutrition, and low calories in fruit products have boosted the market growth.

### Processed & Frozen Fruits Market Report Highlights

North America is expected to register the largest market share of more than 30% in 2021 owing to increasing concern about health among consumers.

The frozen segment is expected to foresee the fastest growth, with a CAGR of 4.9% from 2022 to 2028 due to the increasing popularity of frozen food products.

Offline channel held the largest market in share in 2021 and contributed more than 80% of the total revenue due to easy access and availability of various fruits products under one roof.

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