

U.S. Fruit Puree Market Size, Share & Trends Analysis Report By Product (Tropical & Exotic, Citrus, Berries, Pears), By Application (Beverages, Bakery, Snacks, Desserts, Baby Food), And Segment Forecasts, 2021 - 2028

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Abstracts

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U.S. Fruit Puree Market Growth & Trends

The U.S. fruit puree market size is expected to reach USD 1.3 billion by 2028, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 5.4% from 2021 to 2028. The strong demand for packaged convenience foods among consumers in the U.S. has been driving the market over the next few years. The high penetration of food and beverage companies has widened the scope for the product in the U.S.

The tropical and exotic segment led the market in 2020 with the largest revenue share. The use of banana, coconut, mango, guava, papaya and pineapple in various food and beverages has fueled the demand for these products across the world. Additionally, brewers, bakers, and confectioners have been using these products significantly for flavoring beer, bakery, and confectionery products.

The beverages application segment dominated the market with the largest revenue share in 2020. Orange juice and apple juice are the most popular fruit juices in the country. Fruit-based smoothies are also gaining traction among young and health-conscious consumers owing to their many benefits, such as aiding in weight loss. Additionally, the high nutritional content of smoothies makes them a perfectly healthy

snack.

Key companies have been making strategic moves to firmly establish a hold in the market. In June 2019, AGRANA Beteiligungs-AG presented its new products at the IFT Food Expo, the international food industry trade fair in New Orleans, U.S. The product range includes fruit preparations and starches such as solutions for vegan dairy products. This will expand its customer base in the country.

U.S. Fruit Puree Market Report Highlights

The baby food application segment is expected to register a CAGR of over 6.3% during the forecast period owing to the increasing utilization of fruit puree in baby foods

The citrus segment dominated the market by contributing over 25.0% in terms of revenue in 2020 owing to the wide use of these fruits in beverages and foods

The beverages application segment held the largest revenue share of over 30.0% in 2020

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