

Fruit Powder Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global fruit powder market size reached US\$ 18.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 24.3 Billion by 2028, exhibiting a growth rate (CAGR) of 4.2% during 2023-2028.

Fruit powder is a dehydrated form of unripped fruits derived from dried or finely-ground fruits to retain their nutrients and flavors. It is widely used as artificial flavorings in desserts, dishes, curries, pastries, soups, and marinades. It can also be employed as a meat tenderizer as it contains high levels of fiber and water content that help prevent constipation and keep a healthy digestive tract. Nowadays, it is utilized in the production of nutraceuticals supplements along with vegetable powders to enhance their nutritional benefits, such as fiber, vitamins, and phytonutrients.

Fruit Powder Market Trends:

Changing lifestyle patterns, in confluence with the increasing consumer inclination towards convenient food products with high nutritional content, represent one of the major factors impelling the market growth. Moreover, the rising health consciousness among individuals and the escalating demand for nutraceuticals, probiotic supplements, and dietary fibers are contributing to the overall sales of fruit powder. Additionally, due to the increasing vegan population worldwide, there is an increase in the popularity of fruit powder-based health drinks containing a high amount of vitamins, minerals, and antioxidants and fruit-flavored infant formula with essential nutrients. Furthermore, the growing consumer awareness about preventive healthcare is driving the adoption of fortified fruit powder in functional foods and beverages. Apart from this, powder fruit extracts promote the growth of new and healthier cells, hydrate and alleviate the discomforts of dryness, protect against the harsh effects of ultraviolet (UV) radiation, and enhance skin elasticity. As they also aid in reducing the redness, irritation,

hyperpigmentation, and the early signs of aging, the emerging trend of organic cosmetics and personal care products is positively influencing the usage of fruit powder into natural product formulations.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global fruit powder market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on fruit type, technology, distribution channel and application.

Breakup by Fruit Type:

- Grape
- Apple
- Mango
- Banana
- Berries
- Others

Breakup by Technology:

- Freeze Dried
- Spray Dried
- Vacuum Dried
- Drum Dried

Breakup by Distribution Channel:

- Business to Business
- Business to Consumer
- Supermarkets and Hypermarkets
- Food and Drink Specialty Stores
- Convenience Stores
- Online Stores
- Others

Breakup by Application:

- Bakery

Confectionery
Snacks and RTE Products
Dairy
Beverages
Soups and Sauces
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Aarkay Food Products Ltd., D?hler Group SE, Drytech Processes (I) Pvt Ltd, European Freeze Dry, FutureCeuticals Inc. (R. J. Van Drunen & Sons Inc.), Iprona SpA, Kanegrade Ltd., Nutradry Pty Ltd, Paradise Fruits Solutions

GmbH & Co. KG, Saipro Biotech Private Limited, The Green Labs LLC and Watershed Foods LLC.

Key Questions Answered in This Report:

How has the global fruit powder market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global fruit powder market?

What are the key regional markets?

What is the breakup of the market based on the fruit type?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global fruit powder market and who are the key players?

What is the degree of competition in the industry?

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