

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

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Abstracts

The global fruit snacks market size reached US\$ 6.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 9.3 Billion by 2028, exhibiting a growth rate (CAGR) of 7.6% during 2022-2028.

Fruit snacks are refreshment products that contain fruit juice or pulp of apple, mango, banana, pineapple and berries as a key ingredient. The snacks are processed and manufactured using corn syrup, sugar, fruit concentrate, water, gelatin and various natural and artificial flavors. Some of the commonly available fruit snacks include smoothies, fruit chunks, dips, popsicles, fruit sandwiches, drinkable jellies, flavored gummies and jelly strips. They are also fortified with added vitamins, minerals and other nutrients essential for a balanced diet. As compared to other gelatin-based snacks, they offer enhanced storage convenience, longer shelf life and higher nutritional content. Significant growth in the food and beverage industry, along with the increasing consumer preference for ready-to-eat (RTE) snacks and convenience food products, represents one of the key factors creating a positive outlook for the market.

Furthermore, rising health consciousness among the masses is also driving the market growth. Fruit snacks aid in minimizing the risks of developing cardiovascular diseases (CVDs), high blood pressure (BP), diabetes and weight-related disorders. In line with this, the increasing demand for functional food and beverages, coupled with nutrient-rich processed food, is also contributing to the growth of the market. Additionally, various product innovations, such as the launch of fruit snacks in exotic tropical fruit flavors manufactured using organic and non-genetically modified (GMO) ingredients, are acting as other growth-inducing factors. Product manufacturers are also using attractive packaging, along with the aggressive promotional activities through online retail channels to reach a wider consumer base. Other factors, including rising expenditure capacities of the consumers, along with extensive research and development (R&D) activities, are anticipated to drive the market further.

Key Market Segmentation:

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

Breakup by Product Type:

Sweet and Savory Chips

Fresh Cuts and Slices

Candies and Bars

Dairy-Based

Others

Breakup by Fruit Type:

Apple

Mango

Banana

Pineapple

Berries

Mixed

Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Specialty Food Stores

Online Stores

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 Bare Foods Co. (PepsiCo Inc), Brothers International Food Corporation, Chaucer Foods Ltd. (Pilgrim Food Group PLC), Crispy Green Inc., General Mills Inc., Kellogg Company, Nutty Goodness LLC, Sunkist Growers Incorporated, SunOpta Inc, The Hershey Company and Welch Foods Inc.

Key Questions Answered in This Report:

How has the global fruit snacks 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 snacks market?

What are the key regional markets?

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

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

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

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 snacks market and who are the key players?

What is the degree of competition in the industry?

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