

North America Dried Fruit Market By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores and Online) By Product (Raisins, Dates, Apricots, Berries, Figs and Others) By Country, Industry Analysis and Forecast, 2020 - 2026

<https://marketpublishers.com/r/N50E8E5E424BEN.html>

Date: May 2020

Pages: 50

Price: US\$ 1,500.00 (Single User License)

ID: N50E8E5E424BEN

Abstracts

The North America Dried Fruit Market would witness market growth of 5.8% CAGR during the forecast period (2020-2026).

High water content is causing the fruits to perish. Consequently, fresh fruits are dried to prolong their shelf-life along with product protection. In dried fruit, the scope of drying procedures is used to extract a wide proportion of water. In addition, osmotic dehydration is one of the most suitable techniques for improving fruit shelf-life. Due to its ability to preserve color, minerals, color, taste, and vitamin, the process has gained prominence along with reducing the amount of water in fruits. The above aspects are expected to help guide the growth of the dried fruit market over the forecast period.

Increasing demand for on-the-go snacking has accelerated market growth in recent years. Features like less perishability and easy to carry made dried fruit a popular healthy snack. Dried fruit has also gained considerable popularity as an ingredient for salads, baked foods, oatmeal, snack, and desert. Raisins have gained immense popularity in the chocolate industry over the last few years as they add a rich flavor and nutrition in chocolates.

Manufacturers like Sun-Maid Growers of California are implementing point-of-purchase or POP show marketing strategies to cater to these customers. The producers introduced innovative dried fruit packaging. Additionally, exotic and tropical fruits have been included in their product line to attract more consumers. With growing market

awareness of the brand and stringent foreign trade rules on packaging, dried fruit producers are increasingly investing in packaging.

Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores and Online. Based on Product, the market is segmented into Raisins, Dates, Apricots, Berries, Figs and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Murray River Organics Group Limited, Bergin Fruit and Nut Company, Inc., Sun-Maid Growers of California, Sunsweet Growers, Inc., Traina Foods, Inc., Dole Food Company, Inc., Jiangsu Palarich Food Co., Ltd, Kiantama Oy, Ocean Spray Cranberries, Inc., and Angas Park Fruit Company Pty. Ltd.

Scope of the Study

Market Segmentation:

By Distribution Channel

Supermarkets & Hypermarkets

Convenience Stores and

Online

By Product

Raisins, Dates

Apricots

Berries

Figs and

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Murray River Organics Group Limited

Bergin Fruit and Nut Company, Inc.

Sun-Maid Growers of California

Sunsweet Growers, Inc.

Traina Foods, Inc.

Dole Food Company, Inc.

Jiangsu Palarich Food Co., Ltd

Kiantama Oy

Ocean Spray Cranberries, Inc.

Angas Park Fruit Company Pty. Ltd.

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