

# Global Hawthorn Fruit Powder Market Growth 2026-2032

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## Abstracts

The global Hawthorn Fruit Powder market size is predicted to grow from US\$ 30.91 million in 2025 to US\$ 46.18 million in 2032; it is expected to grow at a CAGR of 6.0% from 2026 to 2032.

Hawthorn Fruit Powder is a fruit-based powder made from hawthorn fruits. In the context of Chinese hawthorn used for foods and traditional products, ?Shan Zha / Crataegi Fructus? refers to the dried ripe fruit of *Crataegus pinnatifida* from the Rosaceae family, which is widely used both as a food ingredient and in traditional herbal contexts.

Upstream, the key raw material is ripe hawthorn fruit, typically sourced as fresh fruit for further processing or as dried fruit depending on the supply chain. Downstream, hawthorn fruit is widely used in confectionery and traditional snacks, fruit preparations and beverages, and it can also be incorporated into savory sauces and dietary supplement/herbal products depending on grade and compliance.

In 2025, global sales of Hawthorn Fruit Powder reached approximately 3,950 tons, with an average global market price of around US\$ 8/kg. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 25% to 35%.

United States market for Hawthorn Fruit Powder is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Hawthorn Fruit Powder is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Hawthorn Fruit Powder is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Hawthorn Fruit Powder players cover Hebei Hongfeng Food, KangMed, Damin International, Wanbang Food, Shaanxi Xintianyu Biotechnology, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the ?Hawthorn Fruit Powder Industry Forecast? looks at past sales and reviews total world Hawthorn Fruit Powder sales in 2025, providing a comprehensive analysis by region and market sector of projected Hawthorn Fruit Powder sales for 2026 through 2032. With Hawthorn Fruit Powder sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Hawthorn Fruit Powder industry.

This Insight Report provides a comprehensive analysis of the global Hawthorn Fruit Powder landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Hawthorn Fruit Powder portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Hawthorn Fruit Powder market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Hawthorn Fruit Powder and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Hawthorn Fruit Powder.

This report presents a comprehensive overview, market shares, and growth opportunities of Hawthorn Fruit Powder market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Whole Fruit Powder

Fruit Pulp Powder

Other

Segmentation by Drying Technology:

Freeze-Dried

Spray-Dried

Other

Segmentation by Botanical Source:

Hawthorn

Crataegus Pinnatifida

Segmentation by Application:

Food and Beverages

Dietary Supplements

Pharmaceuticals

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

## GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Hebei Hongfeng Food

KangMed

Damin International

Wanbang Food

Shaanxi Xintianyu Biotechnology

Shaanxi Jintai Biological Engineering

Fufeng Sinuote Biotechnology

Qingdao Sunrise Biotechnology

Cangzhou Chaochen Biotech

YANGGE Biotech

## Key Questions Addressed in this Report

What is the 10-year outlook for the global Hawthorn Fruit Powder market?

What factors are driving Hawthorn Fruit Powder market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Hawthorn Fruit Powder market opportunities vary by end market size?

How does Hawthorn Fruit Powder break out by Type, by Application?

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