

Fruit Concentrate Market by Fruit (Apple, Orange, Lemon, Pineapple, Grapes, Pear, Specialty fruit, & Others), Application (Beverage, Confectionery, Bakery, Dairy, & Others), & Geography - Global Trends & Forecast to 2019

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Abstracts

Fruit concentrates are mostly used in the beverage industry to make fruit juices and nectars. They are concentrated by removing water, due to which transportation, shipping, and warehousing becomes easier and less expensive. Fruit concentrates are also used as natural sweeteners and as a substitute to sugar in a variety of applications such as desserts, and confectionery items.

The fruit concentrate market is projected to reach \$34.6 billion by 2019. The manufacturers are well aware of the emerging fruit concentrate market. As the market is projected to demonstrate continued growth in both, developed and developing regions, the report analyzes the market in the prominent regions of the world. There are different growth strategies adopted by various market players, which are analyzed in the report.

FIGURE 1 FRUIT CONCENTRATE MARKET SHARE (VALUE), BY GEOGRAPHY, 2013 VS. 2019 p - Projected Source: Expert Interviews, Government Authorities, Related Research Publications, Company Press Releases, Company Annual Reports, Company Websites, Company Publications, and MarketsandMarkets Analysis

Asia-Pacific is estimated to be the largest market for fruit concentrates, followed by Europe and North America by 2019. The Asia-Pacific market is estimated to grow at a CAGR of 5.5% from 2013 to 2019. ROW is estimated to be the fastest-growing market followed by Asia-Pacific and North America.

This report provides a comprehensive analysis of the fruit concentrate market. Concentrates of fruits such as apple, orange, lemon, pineapple, grapes, pear, and specialty fruits have been identified in the report. This research report categorizes the global market for fruit concentrates based on fruits, applications, and geography.

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About

To improve the overall appeal of food, food coloring is largely used to overcome process-related losses. However, health concerns with respect to the use of synthetic dyes has compelled the food industry to resort to natural water- or oil-based fruit and vegetable extracts for use in food products. The fruit and vegetable ingredients, in the form of concentrates, not only help in coloring the food product, but also contribute to some health benefits; for example, malvidine, delphinidine, and petunidine are the main anthocyanins present in grape extracts that demonstrate antioxidant activity. The fruit concentrates may be used in fruit bars, snack foods, beverages, desserts, ice creams, puddings, pies, and even in infant foods.

The market forces play a significant role in controlling the fruit concentrate market. The food processing industry consists of fruits and vegetables, dairy products, edible oils, meat and poultry products, and non-alcoholic beverages, among sectors. Of the total food processing industry, fruit processing makes up for nearly X% of the market. The value-added processed food segment comprises fruit concentrates, fruit juices, jams, squashes, and so on. There is an increase in the demand for value-added processed foods such as fruit concentrates due to their convenient usage and storage. As people prefer healthy food and exotic products, the use of fruit concentrates in making different products such as fruit juice has increased. The market is also driven by the increase in estimated consumption of fruit juices. Consumers in the emerging markets are looking for healthier as well as affordable food products such as fruit concentrates. Flavanone and hesperidine, from oranges, can reduce the risk of cardiovascular diseases.

The consumption of powder concentrates is also increasing due to the ease with respect to its storage; however, liquid fruit concentrates continue to dominate the market. An increase in the consumption of non-alcoholic beverages is also driving the fruit concentrate market as they are the raw materials that are used to make fruit juices, carbonated soft drinks, and flavored drinking water. Fruit concentrates are being used in baby foods, wherein they act as natural sweeteners and as a substitute for white sugar.

Fruit concentrates are produced from a variety of fruits such as apples, oranges, pineapples, pears, and guavas. Fruit concentrates are also used to flavor jams, marmalades, ice creams, gums, candies, vinegar, yoghurt, and other products. Concentrates made from exotic fruits, such as mangosteen, passion fruit, and red

dragon, are used to flavor snacks and savory items due to their high versatility.

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