

# **Fruit Fillings Market by Filling Type, Fruit Type (Berries, Citrus Fruits, Tropical Fruits), Application (Bakery, Confectionery, Dairy, Ice Cream, Beverages), and Region (North America, Europe, Asia Pacific, RoW) - Global Forecast to 2028**

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## **Abstracts**

The global fruit fillings market is projected to reach USD 3.8 USD Billion by 2028 from USD 3.0 Billion by 2023, at a CAGR of 4.6% during the forecast period in terms of value. The market has been growing steadily in recent years, driven by increased consumer demand for convenience foods, the popularity of on-the-go snacks, and the rise of e-Commerce platforms. Moreover, the consumers are inclined towards premium products and exploring new cuisines. They are willing to spend extra for high-quality and nutritious products with low-calorie, less sugar, and this trend is expected to continue. Thus, the growth of this market is majorly attributed to the growing consumer awareness of health and wellness and their adoption towards eating nutritious food along with flavors is driving the market for fruit fillings.

“By filling type, fruit fillings without pieces is projected in high demand during the forecast period.”

The market for fruit fillings without pieces occupied the largest share in the global fillings market. These fillings may or may not contain some traces of fruit pieces, which provide diversified applications for bakery fillings in tarts, Danish pastries, sweet pies, dessert fillings, decoration and stuffing for dairy products, ice creams, desserts, and beverages. Over the years, there has been a significant rise in fruit processing industries, which use fresh and whole fruits for processing into various ingredients, such as fruit pastes, purees, compotes, and sauces, which are further converted into fruit fillings with few added ingredients for color and flavoring. Processed fruits are highly effective as they

preserve the nutrition content of the fruit by going through different processing, which avoids enzyme destruction and decay. The processed fruit fillings are convenient, easy to use, and require less preparation time. Thus, the prevalence and rise in processed fruits are directly proportional to the fruit fillings market growth.

“By fruit type, berries are growing rapidly over the forecast period.”

Berries are a good source of fiber, antioxidants, vitamin C, vitamin K, and manganese. They are being included in various food and beverages to increase their nutritional component, boosting the industry growth for fillings. Berries, due to their taste, flavor, and ease of usage and consumption, are gaining popularity as a healthy filling trend. These are processed to form value-added products for the fillings market, such as paste, puree, and frozen berries, which are widely used in bakery products, confectioneries, beverages, dairy products, ice cream and dessert toppings, spreads, and many other food products. Strawberry, blueberry, raspberry, and red currant are the most popular berries used as fillings for food and beverage products. The production of berries for food processing has been steadily growing, indicating a growing demand for value-added berry fruit products.

“By Region, UK is driving the market in Europe in fruit fillings due to increasing demand for food with healthy and natural food ingredients.”

The fruit fillings market in the UK is driven by increasing consumer demand for more convenient ways and due to the shifting eating habits of consumers toward healthy food ingredients. Consumers in the country remain highly focused on healthy and nutritional food ingredients. This has increased by purchasing food products with natural ingredients, i.e., organic, low-calorie, and less sugar, among others.

According to the National Diet and Nutrition Survey (NDNS), consumer inclination is toward a healthy diet, and the demand for dietary ingredients has also increased. It also showed that there is an inclined interest of consumers to spend more on premium and healthy food items such as exotic fruits and other preparations made from super fruit products. Health and wellbeing are key trends driving the market as the demand for plant-based and ‘clean eating’ products increases. This increases the demand for naturally processed fruit & vegetable ingredients, which further creates opportunities for fruit fillings in the country.

Break-up of Primaries:

By Company Side: Tier 1-30%, Tier 2-45% and Tier 3-25%

By Designation: CXOs-20%, Managers – 50%, and Executives- 30%

By Region: North America- 35%, Europe - 40%, Asia Pacific – 18%, and RoW-7%

Leading players profiled in this report:

Puratos Group (Belgium)

Dawn Food Products Inc. (US)

Agrana Beteiligungs-AG (Austria)

CSM Ingredients (Luxembourg)

Barry Callebaut (Switzerland)

Zentis Gmbh & Co. KG (Germany)

Bakels Worldwide (Switzerland)

Andros Group (France)

Fruit Filling Inc. (US)

Rice & Company Inc. (US)

EFCO Products Inc. (US)

Baldwin Richardson Foods (US)

Barker Fruit Processors Ltd. (New Zealand)

Fruit Crown Products Corporation (US)

Wawona Frozen Foods (US)

## Research Coverage:

The report segments the fruit fillings market on the basis on filling type, fruit type, application, and region. In terms of insights, this report has focused on various levels of analyses—the competitive landscape, end-use analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the global fruit fillings, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; Contracts, partnerships, and agreements. new product launches, mergers and acquisitions, and recent developments associated with the fruit fillings market. Competitive analysis of upcoming startups in the fruit fillings market ecosystem is covered in this report.

## Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall fruit fillings market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities. The report provides insights on the following pointers:

Analysis of key drivers (Increasing demand for convenience food, Growing bakery & confectionery industry, Growing institutional bakery channels and e-commerce channels, and Availability of wide range of flavors), restraints (Seasonality of raw materials for fruit fillings, shelf-life & perishability of fruits used in fillings, Decling shares of artisanal bakeries, and Adherence to international quality standards & regulations), opportunities (New market opportunities from developing regions, and Increasing health awareness among people), challenges (Rising trends for clean-label products, and Fluctuations in raw material prices).

Product Development/Innovation: Detailed insights on, research & development activities, and new product launches in the fruit fillings market

**Market Development:** Comprehensive information about lucrative markets – the report analyses the fruit fillings market across varied regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the fruit fillings market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and product offerings of leading players like Puratos Group (Belgium), Dawn Food Products Inc. (US), Agrana Beteiligungs- AG (Austria), CSM Ingredients (Luxembourg), Bakels Worldwide (Switzerland), Barry Callebaut (Switzerland), Andros Group (France), Zentis GmbH & Co. KG (Germany), Rice & Company Inc. (US), and Fruit Filling Inc. (US), among others in the fruit fillings market.

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