

# Non-thermal Pasteurization Market by Technique (HPP, PEF, MVH, Ultrasonic, Irradiation, and Other Techniques), Form (Solid, Liquid), Application (Food, Beverage, and Pharmaceutical & Cosmetics) & Region - Global Forecast to 2028

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## Abstracts

According to MarketsandMarkets, the non-thermal pasteurization market is projected to reach USD 5.7 billion by 2028 from USD 2.3 billion by 2023, at a CAGR of 20.0% during the forecast period in terms of value. Non-thermal pasteurization products are gaining attention, and consumers are more inclined toward adding more processed and nutritive food. The factors responsible for the growth of the Non-thermal pasteurization industry are the increase in health concerns, evolving protein source preferences, and a thriving food-processing sector that is introducing a wide variety of processed food & beverage products.

'By application, Fruits and vegetables is projected in high demand during the forecast period.'

The demand for safe and minimally processed fruits and vegetables has been increasing due to consumer preferences for healthier and more natural food options. This has led to a rise in demand for non-thermal pasteurization methods that can preserve the quality and nutrients of fruits and vegetables without using high heat treatments that can cause nutrient loss and affect flavor. According to the United States Department of Agriculture (USDA), the demand for minimally processed fruits and vegetables has been increasing steadily over the past decade. To meet this demand, many companies in the food industry are investing in non-thermal pasteurization methods

'By form, liquid Non-thermal pasteurization has increased demand due to increasing in shelf life.'

The HPP method maintains all the minerals, vitamins, antioxidants, and taste in fruit and vegetable juices. While having a longer shelf life and a guarantee of food safety, it is comparable to drinking freshly squeezed juice. The HPP has seen increased expansion as a result of the diversity of drinks introduced in recent years that benefit greatly from high pressure processing. HPP retains its flavor, color, and composition, which is exactly what today's customer needs.

'By region, Asia Pacific to drive market growth due to increased demand for packaged food.'

The Asia Pacific region has an increasing demand for packaged food products due to due to the rapid economic growth. The increasing population in the Asia-Pacific (APAC) region is driving the demand for food and beverages The region is expected to experience a sharp rise in the demand for advanced food processing machinery that helps to reduce processing time and enhance the efficiency of manufacturing operations. The expected growth in the number of food processing units in this region is further projected to boost the supply and consumption of food & beverage processing equipment. The food processing sectors in this region are also witnessing automation, which is further providing opportunities for the equipment manufacturers.

Break-up of Primaries:

By Value Chain Side: Tire 1-30%, Tire 2-45%, Tire3-25%

By Designation: CXOs-31%, Managers – 24%, and Executives- 45%

By Region: Europe - 25%, Asia Pacific – 15%, North America - 45%, RoW – 5%, South America-10%

Leading players profiled in this report:

JBT Corporation (US),

Hiperbaric (Spain),

Thyssenkrupp AG (Germany),

Kobelco Construction Machinery Ltd. (Japan),

Lyras (Denmark), Syntegon (Germany),

Multivac (Germany),

Stansted Fluid Power Ltd. (UK),

Pulsemaster (Netherlands),

Elea (Germany),

Symbios Technologies (US),

Clextral (France),

Dukane (US),

FresherTech (China)

The study includes an in-depth competitive analysis of these key players in the Non-thermal pasteurization market with their company profiles, recent developments, and key market strategies.

#### Research Coverage:

The report segments the non-thermal pasteurization market on the basis of Technique, By Form, By Application, By 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 non-thermal pasteurization market, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

#### Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on

*Non-thermal Pasteurization Market by Technique (HPP, PEF, MVH, Ultrasonic, Irradiation, and Other Techniques),...*

the closest approximations of the revenue numbers for the overall non-thermal pasteurization 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** (Increase in demand for meat, poultry, and dairy products), **restraints** (high capital investment), **opportunity** (Government investment in food processing machinery & equipment), and **challenges** (Lack of consumer awareness) influencing the growth of the non-thermal pasteurization market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the non-thermal pasteurization market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the non-thermal pasteurization market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the non-thermal pasteurization market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players JBT Corporation (US), Hiperbaric (Spain), Thyssenkrupp AG (Germany), Kobelco Construction Machinery Ltd. (Japan), Lyras (Denmark), Syntegon (Germany), Multivac (Germany), Stansted Fluid Power Ltd. (UK), Pulsemaster (Netherlands), Elea (Germany), Symbios Technologies (US), Clextral (France), Dukane (US), FresherTech (China) and Nordion (Canada) are among others in the non-thermal pasteurization market strategies. The report also helps stakeholders understand the market and provides them information on key market drivers, restraints, challenges, and opportunities.

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