

Freeze-Dried Fruits & Vegetables Market Forecasts to 2030 – Global Analysis By Product Type (Fruits, Vegetables and Product Types), Form, Technology, Application, Distribution Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Freeze-Dried Fruits & Vegetables Market is accounted for \$9.4 billion in 2024 and is expected to reach \$16.2 billion by 2030 growing at a CAGR of 9.5% during the forecast period. Freeze-dried fruits and vegetables are preserved foods that retain their nutritional value, flavor, and structure by undergoing a preservation process called freeze-drying. This process involves freezing the food at extremely low temperatures, then placing it under a vacuum to allow the ice to sublimate into vapor. This process preserves the food's original shape, color, and taste while reducing its weight and volume. Freeze-dried fruits and vegetables are commonly used for long shelf life and portability, such as backpacking, emergency food supplies, or space travel.

According to the U.S. Department of Agriculture, the U.K. witnessed the maximum rate of veganism compared to other European countries, with the population reaching up to 2.5 million individuals in 2023.

Market Dynamics:

Driver:

Growing health consciousness in consumers

Frozen fruits and vegetables are becoming a popular healthier snack option due to their low-calorie nature and high content of vitamins, minerals, and antioxidants. The shift

towards organic and plant-based diets has positively impacted the market, with many freeze-dried products available in organic and non-GMO varieties. This aligns with the growing popularity of plant-based and vegan diets, which emphasize whole, natural foods like fruits and vegetables this shift in diets is promoting clean and sustainable eating.

Restraint:

Texture and taste differences

Freeze-dried fruits and vegetables often have a crunchy or brittle texture, which can be off-putting for consumers who expect the same mouthfeel as fresh produce. Rehydrating freeze-dried fruits and vegetables is possible, but they may not return to their original texture once water is added. The change in texture can also be problematic in cooking, as frozen vegetables may not blend well or provide the same consistency and texture as fresh vegetables, making freeze-dried products less appealing to consumers seeking fresh meal replacements or cooking ingredients hampering the market growth.

Opportunity:

Long shelf life & convenience

Freeze-dried fruits and vegetables offer a sustainable solution to food waste, as they last months or years without losing their nutritional value. This convenience allows consumers to store items for extended periods without worrying about expiration. Freeze-dried products are also used in emergency preparedness and survival kits due to their long shelf life and lightweight nature. They are essential for consumers focused on self-sufficiency, survivalism, or outdoor activities, expanding the market for these products in these sectors.

Threat:

Competition from other preservation methods

Canning and refrigerated fruits and vegetables are popular alternatives to freeze-dried options due to their affordability, long shelf life, and perceived nutritional value. Canning, which involves heating and sealing food, can lead to nutrient degradation, particularly vitamin C loss. Refrigerated fresh produce is cheaper and more accessible, despite

shorter shelf life. Dehydration, a process that results in greater vitamin and antioxidant loss, is cost-effective and widely used in the food industry. Despite their superior quality and nutrient retention, freeze-dried products may struggle to compete in terms of perceived value for money.

Covid-19 Impact

The COVID-19 pandemic significantly boosted the freeze-dried fruits and vegetables market due to increased demand for long-shelf-life, non-perishable food items. As consumers prioritized stockpiling and sought convenient, shelf-stable options during lockdowns, freeze-dried products gained popularity for emergency preparedness and at-home consumption. Additionally, concerns over fresh food shortages and supply chain disruptions drove interest in alternative preservation methods and with increased consumer awareness and preference for healthy, convenient, and sustainable food options.

The vegetables segment is expected to be the largest during the forecast period

The vegetables segment is expected to account for the largest market share during the projection period due to their nutritional value and convenience. These vegetables are preserved through freeze-drying, making them a popular choice for health-conscious individuals. They are also being incorporated into ready-to-eat and ready-to-cook meal kits, providing a quick and easy way to enjoy vegetables without the hassle of washing, peeling, and chopping. This trend has led to a surge in demand for freeze-dried vegetables in the growing meal kit industry.

The vacuum freeze-drying segment is expected to have the highest CAGR during the forecast period

During the anticipated period, the vacuum freeze-drying segment is expected to grow at the highest CAGR because this technique effectively preserves most of a food's vitamins, minerals, and antioxidants, making it a popular choice for health-conscious consumers. This process involves freezing the product and applying a vacuum to sublimate the ice, preserving nutrients without heat. This makes vacuum freeze-dried fruits and vegetables a significant selling point in markets where consumers prioritize the nutritional value of their food.

Region with largest share:

The North America region is expected to hold the largest share of the market during the forecast period owing to their long shelf life and nutrient retention. The rise of clean-label products and healthier eating habits has also boosted the demand for freeze-dried fruits and vegetables. The popularity of plant-based and natural diets, such as vegetarian, vegan, or flexitarian lifestyles, is also increasing, making freeze-dried fruits and vegetables ideal for those following these diets. These products cater to the growing trend of healthier eating habits and clean-label products.

Region with highest CAGR:

Over the forecasted timeframe, the Asia Pacific region is anticipated to exhibit the highest CAGR particularly in China, India, and Southeast Asia, is experiencing rapid growth. Consumers are increasingly shopping for freeze-dried fruits and vegetables online due to convenience and variety. Online retailers like Alibaba and Amazon are increasing accessibility in remote areas, expanding the market beyond urban centers. The rise of subscription services and direct-to-consumer brands has also boosted the market, particularly among the younger demographic who value convenience and variety in their diets.

Key players in the market

Some of the key players in Freeze-Dried Fruits & Vegetables market include Asahi Group Holdings, Ltd., Aum Agri Freeze Foods, Berrifine AS, Binder International, Chaucer Foods Ltd, Dohler Group SE, European Freeze Dry, Fujian Lixing Foods Co. Ltd., Mercer Foods LLC., Naturz Organics, Nestle, Paradise Fruits Solutions GmbH & Co. KG, R. J. Van Drunen & Sons, Inc., Saraf Foods Ltd, The Greenyard Group and Totally Pure Fruits Pty Ltd.

Key Developments:

In December 2024, Employers need comprehensive strategies to address rising medical claims costs and coverage gaps, according to Mercer Marsh Benefits' Health Trends Report. Driven by factors such as medical inflation, utilization changes and changes to treatment mixes.

In November 2024, Nestle announced plan to fuel and accelerate growth. The presentations outline a clear action plan to drive the performance and transformation of Nestle and to shape its long-term future.

In September 2024, Nestle has announced an agreement with Advent International to acquire a majority stake in Grupo CRM, a premium chocolate player in Brazil. Grupo CRM operates a successful direct-to-consumer model, with more than 1 000 chocolate boutiques.

Product Types Covered:

Fruits

Vegetables

Other Product Types

Forms Covered:

Chunks/Pieces

Powders & Granules

Flakes

Other Forms

Technologies Covered:

Vacuum Freeze-Drying

Continuous Freeze-Drying

Microwave-Assisted Freeze-Drying

Other Technologies

Applications Covered:

Breakfast Cereals

Soups & Snacks

Ice Cream & Desserts

Bakery & Confectionery

Dips & Dressings

Other Applications

Distribution Channels Covered:

Supermarkets & Hypermarkets

Online Retail

Convenience Stores

Other Distribution Channels

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical

presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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