

Puree Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Fruits Vs. Vegetables), By Fruit Type (Tropical and Exotic, Citrus, Berries, and Others), By Vegetable Type (Tomato, Carrot, Pumpkin and Others), By Application (Bakery, Confectionery & Snacks, Baby Food, Beverages, and Others), By Distribution Channel (Distributors/Direct Sales, Retail, Online and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Puree Market is projected to expand from USD 17.68 Billion in 2025 to USD 25.58 Billion by 2031, achieving a Compound Annual Growth Rate (CAGR) of 6.35%. Puree is characterized as a smooth, creamy paste or liquid derived from cooking, blending, pressing, or grinding vegetables, fruits, or legumes. The primary drivers fueling this market growth include the surging global demand for nutritious, convenient baby food and the increasing utilization of natural fruit and vegetable bases within the bakery and dairy sectors. Additionally, the growing consumer emphasis on health and wellness has mandated the inclusion of nutrient-dense ingredients in processed foods, thereby stimulating the fundamental demand for high-quality purees as versatile food additives.

However, the market faces a significant obstacle regarding the volatility of raw material supply caused by unpredictable climatic conditions, which directly affects processing volumes and crop yields. Extreme weather events can trigger shortages and price instability, complicating inventory management for manufacturers. For example, the World Processing Tomato Council reported that the estimated global tomato processing

volume for 2024 reached 45.8 million metric tonnes, a figure revised downward from initial projections due to severe heatwaves in key production regions. This heavy reliance on seasonal agricultural output remains a critical vulnerability for the steady advancement of the global puree sector.

Market Driver

The expansion of the Global Infant Nutrition and Baby Food Sector acts as a major catalyst for the puree market, driven by the essential need for safe, nutrient-dense, and easily digestible options for early childhood development. Modern parents are increasingly prioritizing organic, pouch-based formulations that offer convenience without compromising on safety or quality, compelling major manufacturers to scale their production of premium fruit and vegetable bases to meet strict dietary standards. According to Danone's 'Full Year 2024 Results' published in February 2025, the company achieved a group-wide like-for-like sales increase of 4.3%, a performance significantly supported by sustained demand for its specialized nutrition and baby food portfolio in key markets such as China, underscoring the vital role of puree ingredients in maintaining the revenue streams of leading global nutrition brands.

Concurrently, the market is being reshaped by broadening applications within the confectionery, bakery, and dairy industries, where industrial processors are substituting synthetic flavorings and artificial sugars with natural fruit purees to enhance texture, moisture retention, and nutritional profiles in products like yogurts and ice creams. This shift toward clean-label ingredients is driving substantial volume growth for fruit preparation suppliers, as evidenced by Agrana's 'Annual Results 2024|25' from May 2025, which reported a 4.1% revenue increase in its Fruit segment driven by higher sales volumes. Reinforcing this trend of rising global trade in processed ingredients, the Produce Report noted in March 2025 that China's total export volume of fruits and fruit products reached 6.59 million metric tons in 2024, highlighting the robust international demand for fruit-based raw materials.

Market Challenge

The volatility of raw material supply resulting from unpredictable climatic conditions presents a severe threat to the stability of the global puree market. Manufacturers depend heavily on consistent deliveries of fresh vegetables and fruits to maintain production schedules and satisfy downstream demand from the bakery and dairy sectors. However, when extreme weather events such as heatwaves, droughts, or late frosts occur, they disrupt agricultural cycles, causing immediate yield reductions and

compromised quality. This unpredictability creates a ripple effect, leading to inventory shortages and operational inefficiencies that prevent suppliers from fulfilling long-term contracts.

Consequently, the availability of inputs specifically designated for processing diminishes, directly hampering the industry's capacity to expand. For instance, the World Citrus Organisation projected in 2024 that citrus processing volumes in the Northern Hemisphere would decline by 4.15% to 5.16 million metric tonnes due to adverse weather conditions. Such contractions in available raw materials force processors to operate below capacity and grapple with rising input costs, thereby stalling the steady development of the global puree sector.

Market Trends

The development of functional and probiotic-fortified blends is transforming the puree landscape as consumers increasingly seek health benefits in convenient, consumable formats. Purees are becoming the preferred delivery vehicle for probiotics, botanicals, and vitamins, moving away from traditional capsules due to their ability to provide natural sweetness and mask the off-notes of active nutraceuticals in applications like functional smoothies, shots, and gummies. According to the Kerry Group's '2025 Supplement Taste Charts' released in February 2025, non-pill formats such as liquids and gummies now comprise 61.8% of global supplement sales, a trend that directly amplifies the industrial demand for high-quality fruit and vegetable bases to formulate these palatable wellness products.

Simultaneously, the expansion into plant-based dairy and meat alternatives is creating novel utility for fruit and vegetable purees beyond simple flavoring. Manufacturers are utilizing dense purees, such as cauliflower, jackfruit, or beetroot, to replicate the moisture content, texture, and color of animal-derived products, particularly in vegan cheeses and meat analogs, allowing brands to achieve clean-label status while enhancing the sensory experience. Validating the continued relevance of this sector, The Good Food Institute's '2024 State of the Industry' report from June 2025 indicated that global retail sales of plant-based meat, dairy, seafood, and eggs rose by 5% to reach \$28.6 billion, signaling a sustained trajectory that necessitates consistent volumes of specialized puree ingredients to support formulation innovation.

Key Market Players

DOhler GmbH

AGRANA Beteiligungs-AG

Ingredion Inc.

Tree Top, Inc.

Uren Food Group

The Perfect Puree of Napa Valley

Oregon Fruit Products

SVZ International

Dennick FruitSource

Kerry Group

Report Scope

In this report, the Global Puree Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Puree Market, By Type

Fruits Vs. Vegetables

Puree Market, By Fruit Type

Tropical and Exotic

Citrus

Berries

Others

Puree Market, By Vegetable Type

Tomato

Carrot

Pumpkin

Others

Puree Market, By Application

Bakery

Confectionery & Snacks

Baby Food

Beverages

Others

Puree Market, By Distribution Channel

Distributors/Direct Sales

Retail

Online

Others

Puree Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Puree Market.

Available Customizations:

Global Puree Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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