

# **Dehydrated Food Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Spray-dried, Freeze-dried, Air-dried, Sun-dried, Others), By Type (Fruits & Vegetables, Dairy Products, Meat & Seafood, Others), By Distribution Channel (Offline, Online), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

Global Dehydrated Food Market was valued at USD 250.34 billion in 2024 and is expected to grow to USD 353.73 billion by 2030 with a CAGR of 5.98% during the forecast period. The global dehydrated food market is witnessing steady growth, driven by rising consumer demand for convenient, shelf-stable, and easy-to-prepare food products. Dehydration techniques such as spray drying, freeze drying, and drum drying help preserve food while retaining nutrients and extending shelf life. This makes dehydrated foods popular in sectors like retail, foodservice, military rations, and emergency supplies. Increasing health consciousness is also encouraging the consumption of dehydrated fruits, vegetables, and dairy with minimal additives. Additionally, advancements in drying technology, the rise of plant-based and clean-label trends, and the growing popularity of online food retail are fueling market expansion globally. According to U.S. Department of Commerce data, U.S. e-commerce sales and their share of total retail sales hit new highs in 2024. E-commerce penetration climbed to a record 22.7% in 2024, marking a continued upward trend. Notably, e-commerce has consistently accounted for over 20% of total U.S. retail sales each year since 2020.

### Key Market Drivers

## Rising Demand for Convenient and Shelf-Stable Foods

One of the leading drivers of the global dehydrated food market is the growing consumer demand for convenience. For example, a 2024 survey of U.S. adults found that 80% report being too tired to cook after work, and 75% say they'd choose healthier diets if they were more convenient. Similarly, in Korea, 50.7% of consumers cited convenience as their primary motivator when purchasing ready-to-eat foods.

Moreover, the rising prevalence of nuclear families, dual-income households, and time-pressed routines across both developed and developing nations has made ready-to-cook and shelf-stable food formats a staple in kitchens. In rural and remote areas, where cold storage and transportation infrastructure may be limited, dehydrated foods offer a practical and economical solution, increasing their adoption. This trend has especially accelerated during disruptions like the COVID-19 pandemic, when consumers stocked up on non-perishable food options. As convenience remains a top consumer priority, demand for dehydrated food products is expected to grow steadily.

## Key Market Challenges

### Consumer Perception and Preference for Fresh Alternatives

One of the primary challenges in the global dehydrated food market is the lingering perception that dehydrated foods are inferior to their fresh or frozen counterparts in terms of taste, texture, and nutritional value. Despite advancements in dehydration techniques that preserve much of the original product's integrity, many consumers still view dehydrated food as overly processed or lacking freshness. For example, fruits and vegetables that have been dehydrated may lose their vibrant color or develop a leathery texture, which some consumers associate with reduced quality or reduced health benefits.

This perception is particularly strong among health-conscious individuals who prioritize whole, fresh foods in their diets. In regions where access to fresh produce is readily available year-round, such as North America and Western Europe, consumers may not see the added value in opting for dehydrated products. Additionally, in certain cultural contexts, fresh ingredients are deeply integrated into traditional cooking practices, further limiting the appeal of dehydrated options. Overcoming these biases requires ongoing consumer education, marketing efforts, and product innovations that emphasize quality, nutrition, and natural ingredient profiles.

## Key Market Trends

### Growth of Plant-Based and Vegan Dehydrated Products

The growing global preference for plant-based diets is having a notable impact on the dehydrated food market. As consumers become more health-conscious, environmentally responsible, and ethically driven, demand for vegan and plant-based foods is on the rise. Dehydrated products are well-suited to this trend, offering diverse plant-based options such as dried fruits, vegetables, legumes, grains, and meat alternatives. According to a study, 50% of U.S. consumers under the age of 50 have tried plant-based meat, signaling strong interest among younger demographics. This shift toward sustainable and alternative nutrition is a key growth catalyst for the dehydrated food sector, particularly for shelf-stable, nutritious offerings.

Dehydrated legumes and pulses are increasingly used in instant meals like soups, curries, and ready-to-eat products, delivering both high protein content and extended shelf life. Moreover, vegan snacks such as jackfruit, soy, and mushroom-based jerky are gaining traction among consumers looking for healthy and convenient plant-based options. Food brands are also innovating with superfoods like kale, beetroot, seaweed, and spirulina in dried formats to meet demand for functional nutrition. This trend is expected to persist, especially in urban areas and markets with a strong base of flexitarian and vegetarian consumers.

## Key Market Players

Dehydrates Inc.

Ajinomoto Co. Inc.

Berrifine A/S

Freeze-Dry Foods GmbH

Nestlé SA

Asahi Group Holding Ltd

Harmony House Foods Inc.

LYOFOOD Sp. z.o.o.

Thrive Life LLC

OFD Foods LLC

### Report Scope:

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

#### Dehydrated Food Market, By Product Type:

Spray-dried

Freeze-dried

Air-dried

Sun-dried

Others

#### Dehydrated Food Market, By Type:

Fruits & Vegetables

Dairy Products

Meat & Seafood

Others

#### Dehydrated Food Market, By Distribution Channel:

Offline

Online

Dehydrated Food Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Dehydrated Food Market.

## Available Customizations:

Global Dehydrated Food 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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