

Fruit Puree Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Tropical & Exotic, Citrus, Berries), By Application (Beverages, Bakery & Snacks, Baby Food, Others), By Sales Channel (Direct Sales, Retail, Online, Others) By Region & Competition, 2020-2030F

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Abstracts

The Global Fruit Puree Market, valued at USD 10.91 Million in 2024, is projected to experience a CAGR of 11.86% to reach USD 21.37 Million by 2030. Fruit puree is a processed fruit product created by crushing or blending whole fruit, typically after removing seeds and skin, to form a smooth, semi-liquid consistency while preserving natural flavor, color, and nutritional value. The global fruit puree market's growth is primarily driven by increasing consumer preference for natural, clean-label, and healthy ingredients, coupled with expanding applications across the food and beverage industry in segments such as baby food, beverages, bakery, and dairy products.

Key Market Drivers

Increasing consumer health consciousness represents a pivotal factor influencing the global fruit puree market. Consumers are exhibiting a pronounced shift towards natural, clean label, and nutritionally rich food options, seeking to minimize exposure to artificial ingredients and added sugars. Fruit purees effectively address this demand, serving as versatile components that provide inherent sweetness, vibrant color, and essential vitamins and fiber, thereby supporting healthier product formulations. This growing preference for wholesome ingredients is evidenced by substantial market trends. According to the Organic Trade Association, May 2024, "U. S. Organic Market Continues Steady Growth as More Shoppers Prioritize Health and the Planet", in 2023,

organic food sales in the U. S. reached \$67.6 billion.

Key Market Challenges

The volatility in raw material prices represents a significant impediment to the expansion of the global fruit puree market. Fluctuations, often driven by adverse weather conditions affecting crop yields and disruptions across supply chains, directly increase production costs for manufacturers. Such unpredictable pricing complicates financial forecasting and budgeting, making long-term strategic planning difficult for companies operating within the sector.

Key Market Trends

Increased integration in plant-based product development represents a significant trend driving the global fruit puree market. As consumer dietary preferences shift towards plant-based alternatives, fruit purees are increasingly utilized as natural ingredients to provide sweetness, texture, and nutritional value in various vegan and vegetarian offerings. These purees are essential for enhancing the palatability and appeal of plant-based yogurts, desserts, beverages, and meat substitutes, aligning with the clean label demand prevalent in this sector. According to the Plant Based Foods Association's 2024 State of the Marketplace Report, published in May 2025, the plant-based food sector in U. S. retail maintained a value of approximately \$8.1 billion for the past three years, highlighting its substantial and consistent market presence.

Key Market Players

F?nix S. A.

D?hler GmbH

Ingredion Inc. (Kerr Concentrates)

AGRANA Beteiligungs-AG

Dennick FruitSource, LLC.

China Kunyu Industrial Co., Ltd

Gr?newald GmbH

Tree Top, Inc.

Uren Food Group Limited

Freshcut, S.L

Report Scope:

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

Fruit Puree Market, By Product:

Tropical & Exotic

Citrus

Berries

Fruit Puree Market, By Application:

Beverages

Bakery & Snacks

Baby Food

Others

Fruit Puree Market, By Sales Channel:

Direct Sales

Retail

Online

Others

Fruit 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 presents in the Global Fruit Puree Market.

Available Customizations:

Global Fruit 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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