

# **Low Sugar Fruit Snacks Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product (Fruit Bars, Fruit Roll-ups, Others), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F**

<https://marketpublishers.com/r/L9E565CEF924EN.html>

Date: March 2025

Pages: 184

Price: US\$ 4,500.00 (Single User License)

ID: L9E565CEF924EN

## **Abstracts**

Global Low Sugar Fruit Snacks Market was valued at USD 2.83 Billion in 2024 and is expected to grow to USD 4.87 Billion by 2030 with a CAGR of 9.47% during the forecast period. The global low sugar fruit snacks market is experiencing significant growth, driven by increasing consumer awareness of healthy eating and rising demand for natural, nutritious snack alternatives. With growing concerns about obesity, diabetes, and lifestyle diseases, consumers are shifting towards low-sugar options that retain natural flavors and essential nutrients. Market expansion is further fueled by innovations in fruit-based snacks, including freeze-dried, dehydrated, and organic variants.

### **Key Market Drivers**

#### **Rising Health Consciousness and Demand for Low-Sugar Diets**

The increasing awareness of health-related issues such as obesity, diabetes, and cardiovascular diseases has led consumers to seek healthier food alternatives, including low-sugar fruit snacks. With growing concerns over excessive sugar consumption and its adverse effects, governments and health organizations are actively promoting sugar reduction initiatives. In 2024, The Centers for Disease Control and Prevention (CDC) reports that over 40% of U.S. adults are obese, with obesity rates being similar among men and women. According to the World Health Organization

(WHO), global sugar intake should be reduced to less than 10% of total daily energy intake, further encouraging consumers to opt for low-sugar snacks. This shift has driven manufacturers to develop fruit-based snacks with minimal sugar content while maintaining natural flavors and nutritional value. The rising trend of fitness-conscious individuals and diet-specific consumers, such as those following keto or low-carb diets, has also contributed to the increasing demand for low-sugar fruit snacks.

## Key Market Challenges

### High Production Costs and Limited Profit Margins

One of the major challenges in the global low sugar fruit snacks market is the high cost of production, which limits profitability for manufacturers. Producing fruit-based snacks with low sugar content requires advanced food processing techniques such as freeze-drying, vacuum dehydration, and cold-pressing, all of which involve significant capital investment. Additionally, sourcing high-quality, organic, and non-GMO fruits is expensive compared to conventional ingredients, further driving up costs. The demand for clean-label products with no artificial preservatives or additives adds another layer of complexity, requiring companies to invest in natural stabilizers and premium packaging to extend shelf life. These factors make low sugar fruit snacks more expensive than traditional sugary alternatives, limiting their affordability for price-sensitive consumers. Moreover, fluctuating raw material costs due to seasonal availability, supply chain disruptions, and climate change-related agricultural issues further impact profit margins. While larger companies can absorb these costs to some extent, smaller and mid-sized brands often struggle to maintain competitive pricing while ensuring profitability.

## Key Market Trends

### Growing Popularity of Functional and Nutrient-Enriched Snacks

Consumers are increasingly looking for snacks that offer more than just taste and convenience, leading to the rise of functional and nutrient-enriched low sugar fruit snacks. This trend is driven by the growing awareness of the role of diet in maintaining overall health and preventing diseases. Many manufacturers are incorporating additional functional ingredients such as fiber, probiotics, collagen, and plant-based proteins into their low sugar fruit snacks to cater to the health-conscious consumer. For instance, fiber-rich fruit snacks aid digestion and promote gut health, while antioxidant-infused variants provide immune-boosting benefits. The demand for high-protein, low-sugar snacks is also surging, particularly among fitness enthusiasts and individuals

following specialized diets like keto and paleo. Companies are also formulating their products with vitamins and minerals to appeal to parents looking for nutritious options for children. As consumers continue to seek snacks that provide both nourishment and indulgence, the market for functional low sugar fruit snacks is expected to expand significantly in the coming years.

### Key Market Players

Calbee North America, LLC

Tyson Foods, Inc.

Danone S.A.

Welch Foods Inc.

Kellanova Company

Del Monte Foods Corporation II Inc.

Chaucer Foods Ltd

Nestl? S.A.

Wollaroo Foods Ltd

Lotus Bakeries North America Inc (BEAR)

### Report Scope:

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

Low Sugar Fruit Snacks Market, By Product:

Fruit Bars

Fruit Roll-ups

Others

Low Sugar Fruit Snacks Market, By Distribution Channel:

Hypermarkets/Supermarkets

Convenience Stores

Online

Others

Low Sugar Fruit Snacks Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

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 Low Sugar Fruit Snacks Market.

## Available Customizations:

Global Low Sugar Fruit Snacks 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER ANALYSIS**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchasing Decision

### **5. GLOBAL LOW SUGAR FRUIT SNACKS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product (Fruit Bars, Fruit Roll-ups, Others)

5.2.2. By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA LOW SUGAR FRUIT SNACKS MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Product

6.2.2. By Distribution Channel

6.2.3. By Country

## 6.3. North America: Country Analysis

6.3.1. United States Low Sugar Fruit Snacks Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product

6.3.1.2.2. By Distribution Channel

6.3.2. Canada Low Sugar Fruit Snacks Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product

6.3.2.2.2. By Distribution Channel

6.3.3. Mexico Low Sugar Fruit Snacks Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product

6.3.3.2.2. By Distribution Channel

# 7. EUROPE LOW SUGAR FRUIT SNACKS MARKET OUTLOOK

## 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product
  - 7.2.2. By Distribution Channel
  - 7.2.3. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. France Low Sugar Fruit Snacks Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Product
      - 7.3.1.2.2. By Distribution Channel
  - 7.3.2. Germany Low Sugar Fruit Snacks Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Product
      - 7.3.2.2.2. By Distribution Channel
  - 7.3.3. Spain Low Sugar Fruit Snacks Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Product
      - 7.3.3.2.2. By Distribution Channel
  - 7.3.4. Italy Low Sugar Fruit Snacks Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Product
      - 7.3.4.2.2. By Distribution Channel
  - 7.3.5. United Kingdom Low Sugar Fruit Snacks Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast
      - 7.3.5.2.1. By Product
      - 7.3.5.2.2. By Distribution Channel

## **8. ASIA-PACIFIC LOW SUGAR FRUIT SNACKS MARKET OUTLOOK**

## 8.1. Market Size & Forecast

### 8.1.1. By Value

## 8.2. Market Share & Forecast

### 8.2.1. By Product

### 8.2.2. By Distribution Channel

### 8.2.3. By Country

## 8.3. Asia-Pacific: Country Analysis

### 8.3.1. China Low Sugar Fruit Snacks Market Outlook

#### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

#### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By Product

##### 8.3.1.2.2. By Distribution Channel

### 8.3.2. Japan Low Sugar Fruit Snacks Market Outlook

#### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

#### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By Product

##### 8.3.2.2.2. By Distribution Channel

### 8.3.3. India Low Sugar Fruit Snacks Market Outlook

#### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

#### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By Product

##### 8.3.3.2.2. By Distribution Channel

### 8.3.4. Vietnam Low Sugar Fruit Snacks Market Outlook

#### 8.3.4.1. Market Size & Forecast

##### 8.3.4.1.1. By Value

#### 8.3.4.2. Market Share & Forecast

##### 8.3.4.2.1. By Product

##### 8.3.4.2.2. By Distribution Channel

### 8.3.5. South Korea Low Sugar Fruit Snacks Market Outlook

#### 8.3.5.1. Market Size & Forecast

##### 8.3.5.1.1. By Value

#### 8.3.5.2. Market Share & Forecast

##### 8.3.5.2.1. By Product

##### 8.3.5.2.2. By Distribution Channel

## 9. MIDDLE EAST & AFRICA LOW SUGAR FRUIT SNACKS MARKET OUTLOOK

## 9.1. Market Size & Forecast

### 9.1.1. By Value

## 9.2. Market Share & Forecast

### 9.2.1. By Product

### 9.2.2. By Distribution Channel

### 9.2.3. By Country

## 9.3. MEA: Country Analysis

### 9.3.1. South Africa Low Sugar Fruit Snacks Market Outlook

#### 9.3.1.1. Market Size & Forecast

##### 9.3.1.1.1. By Value

#### 9.3.1.2. Market Share & Forecast

##### 9.3.1.2.1. By Product

##### 9.3.1.2.2. By Distribution Channel

### 9.3.2. Saudi Arabia Low Sugar Fruit Snacks Market Outlook

#### 9.3.2.1. Market Size & Forecast

##### 9.3.2.1.1. By Value

#### 9.3.2.2. Market Share & Forecast

##### 9.3.2.2.1. By Product

##### 9.3.2.2.2. By Distribution Channel

### 9.3.3. UAE Low Sugar Fruit Snacks Market Outlook

#### 9.3.3.1. Market Size & Forecast

##### 9.3.3.1.1. By Value

#### 9.3.3.2. Market Share & Forecast

##### 9.3.3.2.1. By Product

##### 9.3.3.2.2. By Distribution Channel

### 9.3.4. Turkey Low Sugar Fruit Snacks Market Outlook

#### 9.3.4.1. Market Size & Forecast

##### 9.3.4.1.1. By Value

#### 9.3.4.2. Market Share & Forecast

##### 9.3.4.2.1. By Product

##### 9.3.4.2.2. By Distribution Channel

## 10. SOUTH AMERICA LOW SUGAR FRUIT SNACKS MARKET OUTLOOK

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Product

- 10.2.2. By Distribution Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Low Sugar Fruit Snacks Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Product
      - 10.3.1.2.2. By Distribution Channel
  - 10.3.2. Argentina Low Sugar Fruit Snacks Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Product
      - 10.3.2.2.2. By Distribution Channel
  - 10.3.3. Colombia Low Sugar Fruit Snacks Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Product
      - 10.3.3.2.2. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. PORTERS FIVE FORCES ANALYSIS**

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers

### 13.5. Threat of Substitute Products

## 14. COMPETITIVE LANDSCAPE

### 14.1. Company Profiles

#### 14.1.1. Calbee North America, LLC

##### 14.1.1.1. Business Overview

##### 14.1.1.2. Company Snapshot

##### 14.1.1.3. Products & Services

##### 14.1.1.4. Financials (As Per Availability)

##### 14.1.1.5. Key Market Focus & Geographical Presence

##### 14.1.1.6. Recent Developments

##### 14.1.1.7. Key Management Personnel

#### 14.1.2. Tyson Foods, Inc.

#### 14.1.3. Danone S.A.

#### 14.1.4. Welch Foods Inc.

#### 14.1.5. Kellanova Company

#### 14.1.6. Del Monte Foods Corporation II Inc.

#### 14.1.7. Chaucer Foods Ltd

#### 14.1.8. Nestl? S.A.

#### 14.1.9. Wallaroo Foods Ltd

#### 14.1.10. Lotus Bakeries North America Inc (BEAR)

## 15. STRATEGIC RECOMMENDATIONS

## 16. ABOUT US & DISCLAIMER

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