

Europe Juice Concentrates Market Forecast to 2028 - COVID-19 Impact and Regional Analysis by Type (Fruit Juice Concentrates and Vegetable Juice Concentrates), Category (Organic and Conventional), Form (Powder and Liquid), and Application (Bakery and Confectionery; Beverages; Soups, Sauces, and Condiments; Dairy and Frozen Dessert; and Others)

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Abstracts

The Europe juice concentrates market is expected to grow from US\$ 21,169.36 million in 2022 to US\$ 30,355.58 million by 2028. It is estimated to grow at a CAGR of 6.2% from 2022 to 2028.

Growing Application of Juice Concentrates is Driving Europe Juice Concentrates Market

Juice concentrates are used in various food applications such as bakery and confectionery, beverages, and dairy & frozen desserts as they provide sweet flavor, along with nutrition. The demand for beverages is growing due to the rising adoption of vegetable and fruit juices as an alternative to aerated drinks, mainly by health-conscious consumers. Also, the rapid growth in the preference for natural sweeteners is boosting the growth of the global juice concentrates market, as juice concentrate is widely used in many baked items as an alternative sweetener. The increasing use of natural sweeteners in bakery & confectionery and dairy & frozen desserts is fueling the demand for juice concentrates. For example, fruit juice concentrates such as pear concentrates and apple concentrates are used as sugar substitutes in the bakery & confectionery industry for various applications such as the production of cakes, cookies, and pastries. As consumers are becoming more conscious of their health and their food habits, the demand for natural and healthy products such as juice concentrates is also increasing.

Therefore, the growing application of juice concentrates, such as an alternative to sugar, is driving the growth of the juice concentrates market.

Europe Juice concentrates Market Overview

The juice concentrates market in Europe is segmented into Germany, France, Italy, the UK, Spain, and the Rest of Europe. The Europe juice concentrates market is growing due to the presence of well-established players such as AGRANA Beteiligungs-AG, Archer Daniels Midland Company, Berrifine A/S, Ingredion Incorporated, and Dohler GmbH. With increasing health consciousness among consumers, the demand for natural products prepared using juice concentrates is expected to continue growing over the forecast period. Further, the demand for on-the-go fruit-based beverages is increasing due to hectic lifestyles of consumers across the region. According to the Center for Promotion of Import Europe, the region is the largest fruit juice market across the globe; it represents 25% of total fruit juice imports in the world. Additionally, the rising preference for nutritional products has propelled the demand for juice concentrates from the food & beverages industry in Europe. Juice concentrates have been gaining popularity in Europe due to its extensive usage of natural flavors and sweeteners in the bakery & confectionery industry.

Europe Juice Concentrates Market Revenue and Forecast to 2028 (US\$ Million)

Europe Juice concentrates Market Segmentation

The Europe juice concentrates market is segmented into type, category, form, application, and country.

Based on type, the juice concentrates market is bifurcated into fruit juice concentrates and vegetable juice concentrates. The fruit juice concentrates segment held a larger market share in 2022.

Based on category, the juice concentrates market is bifurcated into organic and conventional. The conventional segment held a larger market share in 2022.

Based on form, the juice concentrates market is bifurcated into powder and liquid. The liquid segment held a larger market share in 2022.

Based on application, the juice concentrates market is segmented into bakery and confectionery; beverages; soups, sauces, and condiments; dairy and frozen dessert;

and others. The beverages segment held the largest market share in 2022.

Based on country, the Europe juice concentrates market is segmented into Germany, U.K., France, Italy, Russia, Rest of Europe. The Rest of Europe dominated the market in 2022.

AGRANA Beteiligungs AG; Archer-Daniels-Midland Co; Berrifine AS; Ciatti Co; Dohler GmbH; Ingredion Inc; SVZ International BV; Kanegrade Ltd; CitroGlobe SRL; and IPRONA SpA are the leading companies operating in the Europe juice concentrates market.

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