

# **Fruit Fillings Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Tropical Fruits, Melons, Drupes, Berries, and Others) and Application (Biscuits and Cookies, Pies and Tarts, RTE Snacks, Ice Cream and Frozen Desserts, and Others)**

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## **Abstracts**

The fruit fillings market is expected to grow from US\$ 3.38 billion in 2022 to US\$ 4.92 billion by 2030; it is expected to record a CAGR of 4.8% from 2022 to 2030.

The fruit fillings business is a dynamic and diverse segment within the broader food industry, characterized by a wide range of products, applications, and consumer preferences. With a growing focus on natural and healthier food choices, increasing disposable incomes, changing dietary habits, and a flourishing food processing industry, the demand for fruit fillings continues to rise. Consumer inclination toward clean-label and natural ingredients is the key driver of the fruit fillings market. As consumers become more health conscious and aware of ingredients in their food products, there is a growing preference for fruit fillings made from real fruit ingredients without artificial additives or preservatives. This fruit fillings market trend is particularly pronounced in developed markets such as North America and Europe, wherein consumers are willing to pay a premium price for high-quality and natural products.

Based on product type, product type, the market is divided into tropical fruits, melons, drupes, berries, and others. In 2022, the berries segment held the largest fruit fillings market share. It is further expected to register the highest CAGR from 2022 to 2030. The demand for berries such as blueberries and raspberries has gained popularity in recent years. Strawberries, blueberries, and raspberries are known for their vibrant colors, distinctive flavors, and health benefits. Consumers are increasingly seeking

products with freshness and natural sweetness, which propels the demand for berries in various applications. Enriched with vitamins, fiber, and antioxidants, berries contribute to the growing interest of consumers in healthier food choices. As consumers prioritize their well-being, the inclusion of berries in fruit fillings aligns with the demand for both indulgent and nutritious options. The versatility of berries is a key factor boosting their use as fruit fillings in various applications, including tarts, pies, biscuits, cookies, and frozen desserts.

By geography, the fruit fillings market is primarily segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. In 2022, Europe held the largest market share during the forecast period. In Europe, the surge in demand for fruit fillings can be attributed to the region's rich culinary traditions, and increasing preference for premium and artisanal products. According to a research study, in 2022, croissants accounted for 50% of total Viennoiserie consumption in Europe. European consumers appreciate the high-quality and diverse flavors associated with traditional cuisine, and fruit fillings offer a convenient way to infuse these flavors into a variety of food items. This cultural inclination toward premium, flavorful ingredients has led to a rising demand for fruit fillings in Europe. The leading players in the fruit fillings market are PT Hakiki Donarta, Barry Callebaut AG, Agrana Beteiligungs AG, Andros SNC, EMU AG, Puratos NV, Toyota Tsusho Foods Corp, Zentis Fruchtwelt GmbH & Co KG, Orana AS, and Dawn Food Products Inc. These players are developing various products to address consumers' growing demand.

The size of the fruit fillings market has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, national sales managers, and external consultants—including valuation experts, research analysts, and key opinion leaders—specializing in the market.

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