

# **Middle East & Africa 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 Middle East & Africa juice concentrates market is expected to grow from US\$ 5,005.23 million in 2022 to US\$ 7,484.60 million by 2028. It is estimated to grow at a CAGR of 6.9% from 2022 to 2028.

### **Demand for Organic and Clean Label Products is Driving Middle East & Africa Juice Concentrates Market**

Organic fruit and vegetable concentrates are in high demand among health-conscious consumers as these concentrates offer numerous health benefits. The organic form of fruits and vegetables is cultivated without the incorporation of artificial fertilizers or harmful chemicals, pesticides, and synthetic fertilizers. In addition, the demand for organic fruits and vegetables containing juice concentrates is rising rapidly among developed economies due to the growing trend of a healthy lifestyle. The importance of organic farming is growing due to the rising number of alarming health issues caused by the consumption of harmful synthetic additives and chemicals. Organic fruits and vegetable juice concentrates are rich in protein, vitamins, antioxidants, and carbs, as well as healthy fats. The concentrate is non-GMO and keto-or paleo friendly.

Moreover, strict government regulations on food additives are a major concern for food processors and manufacturers. Owing to this, many companies operating in the food & beverages industry are focusing on producing clean-label products by not using or limiting food additives and increasing the adoption of natural food colors and flavors as substitutes for synthetic food additives. Food manufacturers are also focusing on leveraging consumer preference toward wellness and health over the cost of products and using juice concentrates as a natural ingredient to secure clean label approval for various food and beverage products. Thus, increasing demand for organic and clean labelled products has expected to drive the growth of juice concentrates market in coming years.

### Middle East & Africa Juice concentrates Market Overview

Transforming dietary trends, adoption of natural and organic food & beverages has had a notable influence on the juice concentrates market in the Middle East & Africa. The region is witnessing an increased demand for convenience food and beverage products, further boosting the demand for juice concentrates. Further, the availability of juice concentrates in various forms, such as powdered, clear, and frozen, is also contributing to the market growth. Moreover, South Africa is one of the leading cultivators of several fruits and vegetables, including tomatoes, banana, apples, and citrus fruits, among others, which led to the emergence of food processing companies that are setting up their plants for fruit and vegetable juice concentrate. Thus, expansion of key players in this region will create lucrative opportunities for growth in the region. These factors drive the market growth in the region.

### Middle East & Africa Juice Concentrates Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Juice concentrates Market Segmentation

The Middle East & Africa 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 Middle East & Africa juice concentrates market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the market in 2022.

AGRANA Beteiligungs AG; Archer-Daniels-Midland Co; Ciatti Co; Dohler GmbH; Ingredion Inc; and Kanegrade Ltd are the leading companies operating in the Middle East & Africa juice concentrates market.

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