

North America 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 North America juice concentrates market is expected to grow from US\$ 18,577.98 million in 2022 to US\$ 25,437.45 million by 2028. It is estimated to grow at a CAGR of 5.4% from 2022 to 2028.

Increasing Demand for Natural Food Products is Driving North America Juice Concentrates Market

The increasing incidence of obesity, heart disease, and diabetes, along with growing trend of health food fads, are a few factors contributing to the rising need for natural and healthy food. Therefore, fruit juice concentrate is increasingly used as a substitute product for refined sugar in a wide variety of applications such as juices, cakes, chocolates, and confectionery items. Fructose in fruit concentrate is a healthier alternative to sucrose for people suffering from diabetes, as it has a lower glycemic index than sucrose. Furthermore, baked goods made with fructose are sweet and incredibly moist because fructose attracts more water than granulated sugar. These advantages of fructose make fruit concentrate a highly attractive natural substitute for sugar in the baking industry.

In addition, juices are considered a healthy alternative to carbonated drinks. Juice

concentrates are a healthy option as they are enriched with essential minerals and nutrients required by the human body. Due to the hectic lifestyle of working-class consumers and changes in consumer lifestyles, their bodies lack nutrients along with antioxidants that aid in dealing with various hair, heart, skin, and other health-associated problems; this is a key factor increasing the demand for juice concentrates. Thus, increasing demand for natural food products due to rising health-conscious population is expected to drive the North America juice concentrates market growth.

North America Juice concentrates Market Overview

The juice concentrates market in North America is further segmented into the US, Canada, and Mexico. Fruit concentrates are mostly used in the beverage sector to produce a variety of drinks such as soft drinks, juices and nectars, and alcoholic beverages. Due to rising health concerns after the onset of the COVID-19 pandemic, consumers increasingly prefer healthy drinks, thereby boosting fruit juice consumption across the region. According to the US Department of Agriculture, orange juice consumption in the US increased from 497,000 metric tons in January 2022 to 540,000 metric tons in July 2022. Such an increase in juice consumption propels the demand for juice concentrates across the region. With increasing product demand, manufacturers invest significantly in various strategic developments such as expansion, product innovation, etc., to enhance their market position.

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

North America Juice concentrates Market Segmentation

The North America 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 North America juice concentrates market is segmented into the US, Canada, and Mexico. The US dominated the market in 2022.

AGRANA Beteiligungs AG; Archer-Daniels-Midland Co; Berrifine AS; Ciatti Co; Dohler GmbH; Ingredion Inc; and SVZ International BV are the leading companies operating in the North America juice concentrates market.

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