

Fruit and Vegetable Ingredients Market Size, Share, and Outlook, 2025 Report- By Type (Concentrates, Pastes and Purees, NFC Juices, Pieces and Powders, Others), Packaging (Plastic Bottle, Sachet, Can, Others), Application (Beverages, Confectionery, Bakery, Dairy Products, Others), End-User (Residential, Commercial), Distribution Channel (Online, Offline), and Companies, 2021-2032

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Abstracts

Fruit and Vegetable Ingredients Market Outlook

The global Fruit and Vegetable Ingredients market is expected to register a growth rate of 5.5% during the forecast period from \$245.8 Billion in 2024 to \$377.2 Billion in 2032. The Fruit and Vegetable Ingredients market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Fruit and Vegetable Ingredients segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Concentrates, Pastes and Purees, NFC Juices, Pieces and Powders, Others), Packaging (Plastic Bottle, Sachet, Can, Others), Application (Beverages, Confectionery, Bakery, Dairy Products, Others), End-User (Residential, Commercial), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Fruit and Vegetable Ingredients markets.

Fruit and Vegetable Ingredients Market Insights, 2025

The fruit and vegetable ingredients market is growing as food and beverage manufacturers reformulate products to meet clean-label demands and enhance nutritional profiles. Dehydrated powders, purees, pastes, concentrates, and juice extracts from apples, beets, spinach, and carrots are increasingly used to replace synthetic colors, flavors, and sugars in packaged foods. Health-conscious consumers are driving demand for naturally fortified snacks, smoothies, baby foods, and bakery items with real fruit and vegetable content. Global players such as SVZ, AGRANA, and Olam Food Ingredients are investing in sustainable sourcing, cold chain preservation, and gentle drying techniques to maintain nutrient density and flavor. Additionally, fruit and vegetable upcycling—using imperfect produce—has become a major sustainability trend that reduces food waste and appeals to eco-aware consumers. This evolving ingredient base is crucial in meeting evolving regulatory and consumer expectations.

Five Trends that will define global Fruit and Vegetable Ingredients market in 2025 and Beyond

A closer look at the multi-million global market for Fruit and Vegetable Ingredients identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Fruit and Vegetable Ingredients companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Fruit and Vegetable Ingredients industry?

The Fruit and Vegetable Ingredients sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Fruit and Vegetable Ingredients Market Segment Insights

The Fruit and Vegetable Ingredients industry presents strong offers across categories. The analytical report offers forecasts of Fruit and Vegetable Ingredients industry performance across segments and countries. Key segments in the industry include By Type (Concentrates, Pastes and Purees, NFC Juices, Pieces and Powders, Others), Packaging (Plastic Bottle, Sachet, Can, Others), Application (Beverages, Confectionery, Bakery, Dairy Products, Others), End-User (Residential, Commercial), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Fruit and Vegetable Ingredients market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Fruit and Vegetable Ingredients industry ecosystem. It assists decision-makers in evaluating global Fruit and Vegetable Ingredients market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Fruit and Vegetable Ingredients industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Fruit and Vegetable Ingredients Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with

most companies focusing on new product launches and diversification of sales channels.

The State of Europe Fruit and Vegetable Ingredients Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Fruit and Vegetable Ingredients with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Fruit and Vegetable Ingredients market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Fruit and Vegetable Ingredients market Insights Executives are most excited about opportunities for the US Fruit and Vegetable Ingredients industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Fruit and Vegetable Ingredients companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Fruit and Vegetable Ingredients market.

Latin American Fruit and Vegetable Ingredients market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Fruit and Vegetable Ingredients Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Fruit and Vegetable Ingredients markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Fruit and Vegetable Ingredients markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Fruit and Vegetable Ingredients companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Olam International Limited, Archer Daniels Midland Company, Kerry Group plc, AGRANA Beteiligungs-AG, D?hler GmbH, DIANA Group (Symrise AG), SVZ International B.V., Sensient Technologies Corporation.

Fruit and Vegetable Ingredients Market Scope

Leading Segments

By Type

Concentrates

Pastes and Purees

NFC Juices

Pieces and Powders

Others

By Packaging

Plastic Bottle

Sachet

Can

Others

By Application

Beverages

Confectionery

Bakery

Dairy Products

Others

By End-User

Residential

Commercial

By Distribution Channel

Online

Offline

Leading Companies

Olam International Limited

Archer Daniels Midland Company

Kerry Group plc

AGRANA Beteiligungs-AG

Döhler GmbH

DIANA Group (Symrise AG)

SVZ International B.V.

Sensient Technologies Corporation

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

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Pastes and Purees

NFC Juices

Pieces and Powders

Others

By Packaging

Plastic Bottle

Sachet

Can

Others

By Application

Beverages

Confectionery

Bakery

Dairy Products

Others

By End-User

Residential

Commercial

By Distribution Channel

Online

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