

Asia-Pacific Freeze-Dried Food Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The Asia-Pacific freeze-dried product market is expected to record a CAGR of 10.01% during the forecast period 2022-2027.

During the COVID-19 pandemic, consumers' demand for non-perishable food products witnessed a huge surge. It was mainly driven by the stockpiling nature of consumers, caused by extended lockdowns, and in most cases, even consumers avoided stepping outside in public areas to safeguard themselves.

In the short term, the expanding food-processing sector and huge demand for ready-to-eat or convenience food products among consumers are anticipated to drive the market studied. Moreover, the increasing consumer awareness about the ill effects of artificial food additives used for food preservation is expected to fuel the demand for natural and healthy food products. More consumers in the country are opting for freeze-dried fruits, yogurt melts, snack fruit, vegetable crisps, vegetable powders, and instant soup mixes, thereby driving the market in the region.

The growing product knowledge in the region, due to the constant presence of freeze-dried products in the local market, is also enabling more consumers to purchase the products, thus, driving the freeze-dried food market.

APAC Freeze-Dried Food Market Trends

Australia Expected to be the Fastest-growing Country

The presence of local players offering freeze-dried products in Australia is boosting the market growth in the country. The players are freeze-drying fresh fruits, vegetables, and other products like meats to add value to foods in terms of long shelf life, being

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lightweight, and preserving nutrition. The active lifestyle of people in the country makes them opt for freeze-dried foods. Moreover, retail shops in the country are stocking freeze-dried products for increased shelf visibility of different freeze-dried food brands, suiting consumers' unique needs.

Also, increasing tourism and other outdoor activities have fuelled the growth of the freeze-dried food market in Australia. For example, camping rations and freeze-dried food are generally preferred by campers during their trips due to the convenience offered by these products. For instance, Campers Pantry offers a range of freeze-dried food options that customers can carry for expeditions and similar activities.

Increasing Imports of Dried Fruits in Japan

The increasing awareness and consumption of freeze-dried products like freeze-dried strawberries in countries like Japan have led to high demand for freeze-dried products in the country. This, in turn, has driven the import of freeze-dried products in the country. Freeze-dried foods are popular in Japan as they are light and compact and can be easily prepared with little to no changes in flavor, texture, and nutritional value. As products preserved through freeze-drying retain their flavor and nutrient content, consumers are more often purchasing freeze-dried foods over other instant foods, thereby enabling market growth.

Since 2005, domestic fruit harvest has been gradually declining due to a fall in the number of farmers due to age and a decrease in per capita consumption. Farmers in Japan are prioritizing the cultivation of fresh table fruit, with the exception of a small amount of specialized production for fruit juice processing. The domestic processed fruit sector offers a B-grade product option. Due to the reduced farm gate price, the output of these B-grade fruits has not increased. As a result, to meet customer demand, the Japanese market continues to rely on imported processed fruit goods.

APAC Freeze-Dried Food Market Competitor Analysis

The Asia-Pacific freeze-dried market is fragmented due to the presence of many players. Ajinomoto Co. Inc., Asahi Group Holdings Ltd, Expedition Foods Limited, and Campers Pantry Pty Ltd are some companies leading the freeze-dried foods market in the Asia-Pacific region. Manufacturers are focusing on introducing new products such as freeze-dried dairy that are certified gluten-free and contain recipes on the can label. Furthermore, many private labels are also competing with international players in the region by offering a variety of freeze-dried foods through online channels to cater to market demand.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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