

## **Europe Freeze-Dried Food Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

The European freeze-dried food market is projected to register a CAGR of 8.27% during the forecast period (2022- 2027).

The outbreak of COVID-19 has increased the demand for freeze-dried foods as fresh fruits and vegetables were limited in stock in the grocery or supermarkets as there were obstructions in the supply chain and distribution channels due to lockdowns. However, this pandemic has led to the demand for freeze-dried vegetables and fruits, which is to be utilized in soups, snacks, bakery, dressings, and confectionery food commodities in the European regions. With rising consumer consciousness about health in the COVID-19 situation, consumers were aware of the harmful effects of artificial food additives utilized to preserve food, fuelling the demand for healthy and natural food products.

European consumers' demand for ready-to-cook and ready-to-eat or convenience foods commodities was high, which led to expanding the food-processing sector. Thus, the freeze-dried food market is considerably rising nowadays due to the hectic work and lifestyle schedule. Moreover, the consumers are attracted to these products as the foods prepared using freeze-dried technology are easier to store, convenient to handle, and have a short preparation time.

The ease of the technique in processing heat-sensitive food products, like fruits and vegetables, and providing them with a prolonged shelf life without hampering the original properties is the major driving factor for the Europe freeze-dried food market. The rising interest and participation in outdoor sports, awareness about health and wellness, and increasing interest in expedition activities and adventures are the major factors driving the sales of freeze-dried food across the region.

Europe Freeze-Dried Products Market Trends

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## Increasing Demand of Clean-labelled Products

Presently, organic clean-labeled freeze-dried food commodities are becoming highly popular among consumers across the European region, as it retains the original flavor and taste of the food product with extended shelf-life. Additionally, with the rising concerns of the consumer regarding the long-term effects of the products they are consuming in terms of nutrition content and their impact on health, environmental sustainability, sourcing, and social responsibility are gaining traction, which boosts the market's growth. Moreover, various companies developing new products and implementing food safety and social responsibility standards to achieve a competitive advantage have increased the demand for freeze-dried products in the region. Perceiving the massive demand for clean-label freeze-dried food products among global consumers, several manufacturers are focusing on innovating their product lines and adding clean-label vegan, gluten-free, and all-natural products. Thus, pushing the manufacturers across the world toward clean-label freeze-dried products.

## Germany Held the Largest Market Share

The aging population in Germany consumes more nutritious products due to the rising health concerns. Thus, there is a continuous rise in the demand for freeze-dried fruits and vegetables, as they are rich in nutrients and have an extended shelf life. Freeze-dried foods are becoming popular in Germany due to the ongoing trends and societal changes that affect overall food consumption. Moreover, these foods' freshness, taste, ease of preparation, quality, and long shelf life have further increased their demand among consumers. Local players compete in the market with international players regarding product visibility and offerings to broaden their customer base.

## Europe Freeze-Dried Products Market Competitor Analysis

The European freeze-dried food market is fragmented with the presence of many players. The major players focus on product development, mergers, and acquisitions, partnerships, and expansion to strengthen their position in the market. The major players are European Freeze Dry, Katadyn Products Inc., LYO FOOD Sp. z o.o, AMG Group Ltd, and Harmony House Foods Inc, among others. Giant manufacturers in the freeze-dried market are focusing on leveraging opportunities posed by emerging markets, like Germany, Russia, and Spain, to expand their revenue base due to rising income levels and their increasing preference for different ready-to-eat food products.

### Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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