

Fruit and Vegetable Processing Market - Global Trends, Covid-19 Impact & Forecasts (2023 - 2028)

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Report description:

The global fruit and vegetable processing market is expected to witness a CAGR of 8.3% during the forecast period (2022-2027).

The Covid-19 pandemic has changed the eating of a sizeable consumer base globally. The COVID-19 pandemic is projected to have a significant impact on the fruit and vegetable processing market, as it has highlighted the significance of safe, healthy, and nutritive eating. Food security, food safety, and food sustainability have been considerably affected during the Covid-19 pandemic. Consumer behavior related to the food consumed saw sharp shifts, with a higher preference for natural ingredients.

Over the medium term, the changing consumer patterns, in terms of dietary habits, due to the influence of western culture have fueled the demand for the fruits and vegetable processing market. Thus, the companies are developing many products, such as cold-pressed fruits and vegetable juice, to meet the demand for plant-based products.

The processed food market is driven by the increase in the need for convenience due to the busy customer lifestyles. Further, growth in per-capita income has resulted in greater demand for ready-to-eat and on-the-go food items. This, in turn, has led to an increase in demand for processed fruit and vegetable products.

Fruits & Vegetables Processing Market Trends

Adoption of Energy-efficient Food Processing Equipment

As per the US Energy Information Administration, food processing held a share of 4% of global industrial energy consumption, and it is projected to remain the same in 2040. This has led many key players in the food industry to shift toward energy-efficient and

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multi-functioning food processing equipment that may reduce operational costs and lead to sustainable product development. Companies like Tetra Pak have developed advanced equipment solutions that enable beverage manufacturers to carbonize cost-efficiently. Increasing energy-efficient equipment, increasing the safety of the equipment, and minimizing the cost of maintenance are some of the critical factors that drive the growth of the food processing machinery market. Beverage processing increasingly calls for flexibility in terms of compact design and the ability to switch between products with minimum possible downtimes. Moreover, Artificial Intelligence (AI) is emerging as a promising platform for enriching predictive management practices. Manufacturers are developing smart food processing equipment that enables the operator to interact, start, and diagnose problems or failures anytime.

Growth in North America is Stipulated to Flourish

North America remains the dominant region owing to the increasing import of processed fruits and vegetables and also the growing awareness regarding the benefits of consuming fruits and vegetables, and high consumer spending on convenience foods will steer the product demand across the North American market. Furthermore, consumers demand canned and other processed fruits and vegetables due to their comparatively longer shelf lives than fresh produce. There are numerous companies manufacturing fruits and vegetable processing machinery in the United States, Canada, and other countries. Most of these manufacturers are small and medium enterprises (SMEs), but many large, public companies and iconic American brands trade on a global scale. For example, Excalibur offers dehydrators to dry fruits, vegetables, and leafy greens for healthy snacks, and different types of shelf-stable foods and safe to eat at home. Besides the end-market demand, the high cost of labor in the United States, low labor retention rates, and immigration policies are anticipated to accelerate the need for innovation and equipment automation with improved functionality.

Fruits & Vegetables Processing Market Competitor Analysis

Competition between companies in the fruits and vegetables processing industry is chiefly based on price, though companies have been striving to increase the diversity of their product range offering to remain attractive to retailers, leverage brand position, and increase capacity utilization. The global processed fruits and vegetable industry is competitive, and key players include Dole Food Company Inc., Agrana, Archer Daniels Midland Company, Conagra Foods, B&G Foods, Kraft Heinz Company, Nestle S.A., Albertsons Companies Inc., Olam International, and SVZ International. The companies have innovations in packaging, changed or reduced the number of ingredients, touted the health and freshness of their ingredients, and created more innovative items in the fruits and vegetable segment.

Additional Benefits:

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

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