

Global Fruit Powder Market Report and Forecast 2023-2028

Market Report | 2023-05-24 | 108 pages | EMR Inc.

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Report description:

Global Fruit Powder Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global fruit powder market reached a value of USD 11,098.6 million in 2022. Aided by the escalating demand for nutrient-rich food products and the growing applications of fruit powder in diverse industries, the market is projected to further grow at a CAGR of 6.1% between 2023 and 2028 to reach a value of USD 15,788.1 million by 2028.

Fruit powder, a product obtained by drying and grinding various fruits, is typically used as a food ingredient in numerous products, including confectioneries, instant beverages, dietary supplements, and baked goods. It carries the vital attributes of the original fruit, contributing to overall wellness and health. Along with its nutritional benefits, fruit powder also boasts excellent flavouring, colouring, and texturising properties, making it a valuable component in numerous industrial applications, encompassing food and beverages, cosmetics, and pharmaceuticals.

The rising consumer preference for nutrient-rich food products is a primary driver propelling the global fruit powder market growth. With the burgeoning awareness of health benefits linked with fruit consumption, there has been a substantial shift towards diets abundant in fruits, paving the way for an upsurge in demand for fruit powder-based products. Furthermore, the growing trend of health and wellness has played an integral role in the soaring popularity of fruit powder, as it is a common ingredient in dietary supplements consumed by health-conscious individuals.

The expanding applications of fruit powder in numerous industries also significantly contribute to the fruit powder market expansion. In the food and beverage industry, fruit powder is employed to enhance the taste, colour, and nutritional profile of products. The cosmetics industry utilises fruit powder for its antioxidant and skin-rejuvenating properties, fundamental in the formulation of various skincare products. Moreover, the pharmaceutical industry uses fruit powder in the creation of nutritional supplements due to its high vitamin and mineral content.

Furthermore, the escalating demand for natural and plant-based ingredients in the food and beverage industry has led to an intensified focus on fruit powder as a feasible ingredient for such products. With the rise of vegetarianism and the growing popularity of plant-based diets, fruit powder has emerged as a key component in the formulation of health bars, smoothies, and other alternatives, thus propelling the fruit powder market expansion.

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Market Segmentation □

The market can be divided based on fruit type, application, and region.

Market Breakup by Fruit Type

- Grape
- Apple
- Mango
- Banana
- Berries
- Lemon
- Pineapple
- Orange
- Others

Market Breakup by Application

- Bakery and Confectionery
- Snacks/RTE Products
- Dairy
- Beverages
- Soups and Sauces
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global fruit powder companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Kanegrade Ltd.
- Paradise Fruits Solutions GmbH & Co. KG
- Dohler Group SE
- Aarkay Food Products Ltd.
- The Green Labs LLC
- European Freeze Dry ApS
- Nexira
- Iprona SpA
- Nutradry Pty Ltd
- Saipro Biotech Private Limited
- Others

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