

## **Global Strawberry Powder Market Report and Forecast 2024-2032**

Market Report | 2023-12-21 | 185 pages | EMR Inc.

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### **Report description:**

Global Strawberry Powder Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global strawberry powder market is being aided by the growth of the global production of strawberry. The overall fruit powder market, meanwhile, is expected to grow at a CAGR of 4.0% in the forecast period of 2024-2032.

Strawberry powder is a concentrated form of strawberries, achieved through a careful drying process which preserves the majority of the fruit's nutrition while intensifying its flavour. It is a sought-after ingredient in a variety of products such as smoothies, confectionery, baked goods, cosmetics, and even dietary supplements. Not only does strawberry powder retain the beloved taste and aroma of fresh strawberries, but it also provides a bounty of antioxidants, vitamins, and minerals beneficial to health. Apart from its nutritive value, strawberry powder offers impressive colouring, flavouring, and fortifying attributes, which makes it an invaluable asset in numerous industrial applications.

The surge in consumer preference for natural and organic food ingredients is a pivotal force propelling the global strawberry powder market growth. As the world becomes increasingly health-conscious, there's a noticeable trend towards the consumption of clean-label products, resulting in heightened demand for natural ingredients like strawberry powder. This trend is further enhanced by the general population's affinity for the delightful flavour profile of strawberries, which has timeless appeal across various age groups.

As per the strawberry powder market analysis, the powder's versatility in application is another significant growth driver. In the food and beverage industry, strawberry powder serves as a flavouring agent, colour additive, and nutrition enhancer in products ranging from cereals and pastries to beverages and ice creams. The health and wellness sector leverages strawberry powder's rich vitamin C content, creating supplements that promise improved immunity and skin health. Meanwhile, in the cosmetics industry, strawberry powder is integrated into products for its antioxidant properties, which are believed to combat skin aging and promote a radiant complexion.

Another emerging trend influencing the strawberry powder market outlook is the drive towards sustainable and reduced-waste solutions in the food industry. Transforming strawberries into powder form not only prolongs their shelf life but also provides an innovative way to utilise berries that might not meet the aesthetic standards for direct sale but are nutritionally sound. By

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converting these fruits into powder, waste is minimised, and producers can extract maximum value from their harvests.

#### Market Segmentation

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

#### Market Breakup by Type

- Organic
- Conventional

#### Market Breakup by Application

- Cosmetics
- Food and Beverages
- Pharmaceuticals
- Nutraceuticals
- Others

#### Market Breakup by Distribution Channel

- Direct
- Indirect

#### 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 mergers and acquisitions, among other major developments, of the leading companies operating in the global strawberry powder market. Some of the major players explored in the report by Expert Market Research are as follows:

- Saipro Biotech Private Limited
- LYO Food Sp. z.o.o.
- Aarkay Food Products Ltd
- Sunspray Food Ingredients (Pty) Ltd
- Others

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