

Latin America Fruit Powder Market Report and Forecast 2024-2032

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Report description:

Latin America Fruit Powder Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Latin America fruit powder market reached a value of approximately USD 1187.6 million in 2023. Aided by the rising demand for convenient, health-centric food options and the versatile applications of fruit powders across various sectors, the market is further projected to grow at a CAGR of 6.40% between 2024 and 2032, reaching a value of USD 1714.6 million by 2032.

Fruit powders, made by dehydrating and finely grinding different fruits, are emerging as a popular ingredient in the food and beverage industry. They offer the dual benefits of extended shelf life and concentrated nutrient content. These powders are extensively used in products like smoothies, health bars, and desserts, offering a burst of natural flavour and nutritional benefits. The growing consumer awareness regarding health and wellness, coupled with the increasing trend towards natural and organic ingredients, is significantly driving the Latin America fruit powder market demand.

One of the key factors propelling the market's growth is the versatility of fruit powders. They are not only utilised in the food and beverage sector but also find applications in the pharmaceutical, cosmetics, and nutraceutical industries. In pharmaceuticals, they are used for their antioxidant properties and as natural flavouring agents. The cosmetics industry utilises them for their natural colorants and skin-beneficial properties. Additionally, in the nutraceutical sector, fruit powders are popular for their concentrated vitamin and mineral content, catering to the demand for natural dietary supplements.

The Latin America fruit powder market outlook is further being influenced by the surge in demand for exotic and tropical fruit powders, such as acai, guava, and mango, which are native to the region. These fruit powders are increasingly being recognised globally for their unique flavours and health benefits, thus opening international market opportunities. The export potential of these indigenous fruit powders is a significant growth driver for the Latin American fruit powder market.

The shift towards plant-based and vegan diets has been a contributing factor in the Latin America fruit powder market growth. Fruit powders offer a natural and vegan-friendly option for flavouring and nutritional enhancement in plant-based food products.

This trend aligns well with the rising environmental consciousness and the move away from animal-derived ingredients.

Furthermore, the market outlook remains positive, bolstered by technological advancements in dehydration and preservation methods, which are making the production process more efficient and cost-effective. Additionally, the growing e-commerce sector

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is facilitating easier access to a variety of fruit powders, further enhancing market growth.

Market Segmentation

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

Market Breakup by Fruit Type

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

Market Breakup by Application

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

Market Breakup by Country

- Brazil
- Argentina
- Mexico
- Others

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 Latin America fruit powder market. Some of the major players explored in the report by Expert Market Research are as follows:

- Kanegarde Limited
- Saipro Biotech Pvt Ltd
- The Green Labs LLC
- Sylvestre Ingredients Naturais
- Blue Macaw Flora Industria E Comercio De Ingredientes Naturais Ltda
- Sol Organica SA
- Others

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