

Asia-Pacific Freeze-Dried Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Asia-Pacific Freeze-Dried Food Market size is estimated at USD 0.98 billion in 2024, and is expected to reach USD 1.53 billion by 2029, growing at a CAGR of 9.20% during the forecast period (2024-2029).

In the short term, the expanding food-processing sector and huge demand for ready-to-eat or convenience food products among consumers are anticipated to drive the market studied. Moreover, the increasing consumer awareness about the ill effects of artificial food additives used for food preservation is expected to fuel the demand for natural and healthy food products. More consumers in the country are opting for freeze-dried fruits, yogurt melts, snack fruit, vegetable crisps, vegetable powders, and instant soup mixes, thereby driving the market in the region.

Due to the increase in urbanization and lifestyle changes, consumers prefer their food to be easy to cook and carry. Food service restaurants and cafes mostly use freeze-dried products like fruits vegetables, meat, prepared meals, and other frozen foods. Due to the increase in tourism in the region, the business of food service restaurants is also increased, which in turn increased the market for freeze-dried food. The growing product knowledge in the region, due to the constant presence of freeze-dried food in the local market, is also enabling more consumers to purchase the products, thus, driving the freeze-dried food market.

Asia Pacific Freeze Dried Product Market Trends

Rising Consumer Expenditure on Convenience Food Products??

The growing middle-class population and the availability of products from international players in the region lead to the increased demand for freeze-dried foods. Moreover, consumers in the country are opting for freeze-dried products as they have become an

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

easy meal choice, are convenient, and provide a long shelf life. Food created from natural resources is receiving a lot of attention in the region. This has prompted market participants to introduce a wide range of freeze-dried fruits, including exotic and tropical fruits, orchard and citrus fruits, berries, and others. Additionally, they are increasingly substituting natural tastes and colors for synthetic flavors and preservatives.

The market is primarily driven by rising expenditure on food and beverage, introducing products with longer shelf lives, increasing impulse purchasing, and growing demand for convenience foods that can be prepared quickly due to a shortage of available time. For instance, according to the Ministry of Commerce (Thailand), the growth rate of chilled and frozen ready-to-eat food exports from Thailand was 9.2 percent in 2021. Owing to fast-paced lifestyles and the need for a quick meal among adults, there has been a growing demand for healthy and convenient food that can be consumed instantly. Frozen foods are considered to provide that benefit as most of them can be cooked within less time for consumption. These factors have been propelling the market growth.

Australia is the Fastest Growing Country

The presence of local players offering freeze-dried products in Australia is boosting the market growth in the country. The players are freeze-drying fresh fruits, vegetables, and other products like meats to add value to foods in terms of long shelf life, being lightweight, and preserving nutrition. The active lifestyle of people in the country makes them opt for freeze-dried foods. Moreover, retail shops in the country are stocking freeze-dried products for increased shelf visibility of different freeze-dried food brands, suiting consumers' unique needs. According to the Department of Agriculture, Water and the Environment (Australia), the majority of imported sheepmeat to China from Australia was kept frozen. Frozen lamb and frozen mutton accounted for respectively 52 and 47 percent of Australian sheepmeat imports to Greater China in 2021.

Also, increasing tourism and other outdoor activities have fuelled the growth of the freeze-dried food market in Australia. For example, camping rations and freeze-dried food are generally preferred by campers during their trips due to the convenience offered by these products. For instance, Campers Pantry offers a range of freeze-dried food options that customers can carry for expeditions and similar activities. Freeze-dried foods are popular in Australia as they are light and compact and can be easily prepared with little to no changes in flavor, texture, and nutritional value. As products preserved through freeze-drying retain their flavor and nutrient content, consumers are more often purchasing freeze-dried foods over other instant foods, thereby enabling market growth.

Asia Pacific Freeze Dried Product Industry Overview

The Asia-Pacific freeze-dried market is fragmented due to the presence of many players. Asahi Group Holdings Ltd, Expedition Foods Limited, Campers Pantry Pty Ltd. Harmony House Foods, Inc., and Ajinomoto Co. Inc. are some companies leading the freeze-dried foods market in the Asia-Pacific region. Manufacturers are focusing on introducing new products such as freeze-dried dairy that are certified gluten-free and contain recipes on the can label. Furthermore, many private labels are also competing with international players in the region by offering a variety of freeze-dried foods through online channels to cater to market demand.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 Product Type

5.1.1 Freeze-Dried Fruits

5.1.1.1 Strawberry

5.1.1.2 Raspberry

5.1.1.3 Pineapple

5.1.1.4 Apple

5.1.1.5 Mango

5.1.1.6 Other fruits

5.1.2 Freeze-Dried Vegetables

5.1.2.1 Pea

5.1.2.2 Corn

5.1.2.3 Carrot

5.1.2.4 Potato

5.1.2.5 Mushroom

5.1.2.6 Other Vegetables

5.1.3 Freeze-Dried Meat and Seafood

5.1.4 Freeze-Dried Beverages

5.1.5 Freeze-Dried Dairy Products

5.1.6 Prepared Meals

5.1.7 Pet Food

5.2 Distribution Channel

5.2.1 Supermarkets/Hypermarkets

5.2.2 Convenience Stores

5.2.3 Online Stores

5.2.4 Other Distribution Channels

5.3 Geography

5.3.1 China

5.3.2 India

5.3.3 Japan

5.3.4 Australia

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.3.5 Rest of Asia-Pacific

6 COMPETITIVE LANDSCAPE

6.1 Most Adopted Strategies

6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 Ajinomoto Co. Inc.

6.3.2 Asahi Group Holdings Ltd.

6.3.3 Expedition Foods Limited

6.3.4 Campers Pantry Pty Ltd

6.3.5 Harmony House Foods Inc.

6.3.6 Nestle S.A.

6.3.7 The Forager Food Co.

6.3.8 Priffco Foods

6.3.9 Fujian Lixing Foods Co. Ltd

6.3.10 Nagatanien Holdings Co. Ltd

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Asia-Pacific Freeze-Dried Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-02
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com