

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

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Report description:

The freeze-dried food market size is estimated at USD 3.23 billion in 2024 and is expected to reach USD 4.82 billion by 2029, registering a CAGR of 8.35% during the forecast period (2024-2029).

Key Highlights

- Consumers nowadays have become more conscious of their health and well-being. Due to rapid urbanization and busy lifestyles, consumers prefer easy-to-cook and convenient food options, driving the demand for freeze-dried food products. Food service restaurants and cafes mostly use freeze-dried products, such as fruits and vegetables. With the rise of culinary tourism worldwide, the business of food service restaurants has also increased, influencing the market positively.
- Over the short term, the expanding food-processing sector and massive demand for ready-to-eat (RTE) food products among consumers are anticipated to drive the market. Moreover, the increasing consumer awareness about the negative health impacts of artificial food additives used for food preservation is expected to fuel the demand for natural and healthy food products. Freeze-dried products do not contain additional nutrients, which help preserve the nutrients present in the products. Additionally, the market players are using freeze-drying techniques for products that are heat-sensitive and require longer preservation.
- For instance, in August 2021, Advik Foods expanded its portfolio by launching a range of freeze-dried milk powder, namely Donkey Milk Powder, Frozen Camel milk, and Frozen goat milk. Such innovations are anticipated to create a positive outlook for the market during the study period.

Freeze Dried Food Market Trends

Growing Demand for Clean-Label Products

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- The demand for freeze-dried food products is highly prevalent in a few categories, such as bakery products, cereal products, fruit snacks, and vegetable snacks. In the bakery industry, freeze-dried fruits are used in whipped creams and frosting. Freeze-dried fruits are also widely used in dessert decoration and for providing color and flavor to finished products. Due to the ever-increasing demand for clean-label healthy snacking food options, market players are launching vegan, gluten-free, and all-natural products. For instance, in June 2021, Texas-based Sow Good Inc. announced the launch of its first product line of freeze-dried fruit and vegetable snacks and smoothies.
- The product line includes six ready-to-make smoothies and nine snacks, of which the smoothie lineup features a mix of new and familiar flavors, including acai relief (acai and blueberry), mint to be (banana, coconut, and mint), and berry-appealing (banana and strawberry). In contrast, the packaged snack lineup includes single-ingredient fruits and vegetables, such as cherries, edamame, and apples.
- Furthermore, consumers' growing concerns about the long-term effects of their products related to nutrition content, health impact, environmental sustainability, sourcing, and social responsibility are creating the demand for clean-label freeze-dried food products. Besides this, with consumers shifting their preference toward frozen meals and products due to busy lifestyles and increasing disposable income, the demand for freeze-dried food will likely increase shortly.

Asia-Pacific is the Fastest Growing Region

- The freeze-dried food market in Asia-Pacific is experiencing rapid expansion due to the increasing consumption of processed food and rising preference for ready-to-eat meals. Such factors make Asia a potential freeze-dried food product market. Thus, players are capitalizing on this trend to attract a broader consumer base in the region. The increasing internet penetration in the region and the rising trend of purchasing groceries through online distribution channels are expected to increase the demand for freeze-dried ready meals.
- Moreover, consumers' interest in healthy and innovative products formulated with wholesome ingredients that fit their busy lifestyles provides an excellent platform for manufacturers to expand their businesses in the region. For instance, In 2021, Tyson Foods Inc. launched a new line of plant-based products in select retail markets and e-commerce across the Asia-Pacific under the brand First Pride to introduce a range of frozen products, including Bites, Nuggets, and Strips.

Freeze Dried Food Industry Overview

The global freeze-dried food market is highly competitive owing to the presence of multiple regional and multinational companies offering a wide range of products and focusing on maintaining their position in the market. Major players in the market include Nestle SA, European Freeze Dry, Ajinomoto Co. Inc., Asahi Group Holdings Ltd., and OFD Foods LLC. These players hold a significant share of the market by adopting business strategies, including product innovations, partnerships, strengthening hold over online and offline marketing, and mergers & acquisitions to expand their visibility and portfolio of offerings.

Additional Benefits:

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

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