

## **Global Edible Films and Coatings for Fruits and Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Global Edible Films and Coatings for Fruits and Vegetables Market size is estimated at USD 3.32 billion in 2024, and is expected to reach USD 4.79 billion by 2029, growing at a CAGR of 7.64% during the forecast period (2024-2029).

As a result of the COVID-19 pandemic, consumer interest rose in products that support the overall maintenance of health and wellness, urging consumers to increase their nutritional intake and consume safer and healthier foods. This resulted in an increased demand for fresh and organic foods, including fruits and vegetables. Hence, stocking up the trolleys with more foods of organic and fresh-origin, along with fruits and vegetables, boosted the application of these films and coating in the market.

Over the medium term, the demand for edible films and coatings is expected to be driven by the need for complete biodegradation of plastics, reduced wastage, and improved shelf life of fruits and vegetables. The utilization of renewable resources for packaging materials, such as hydrocolloids and lipids from a biological origin, is one of the main trends of the flexible packaging industry.

Thus, the rise in demand for edible packaging, backed by an improved focus on R&D, is driving the overall market for edible films and coatings, globally.

Edible Films and Coatings for Fruits and Vegetables Market Trends

Increasing Demand for Edible Packaging as an Alternative to Plastic Packaging

The demand for edible films and coatings is driven by the need for the complete biodegradation of plastics. The rise in demand

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for edible packaging, backed by an improved focus on R&D, is also driving the overall market for edible films and coatings, globally. Plastics advertised as oxo-biodegradable are made from conventional plastics and mixed with additives to mimic biodegradation. However, the main effect of oxidation is a mere fragmentation of the material or product into small particles that remain in the environment. Thus, regarding reduced wastage and improved shelf life of fruits and vegetables, several companies are launching edible packaging to extend their shelf life. For example, the United States-based start-up, Apeel Sciences, created an edible nature-inspired coating for fruits, Apeel, to tackle food waste, plastic packaging waste and provide up to 2 times the shelf-life in the overall food industry. Apeel is made from edible materials found in the skins, peels, and seeds of plants. It adds a little extra peel on produce to slow the water loss and oxidation rate - the primary causes of spoilage. That extra peel is completely edible, tasteless, and safe to eat. Therefore, increasing environmental safety awareness, especially related to packaging degradability issues, has resulted in the launch of various edible packaging products.

## Asia Pacific Remains the Largest Market

Fruits are among the most important horticulture commodities produced in the region, with high production and export in countries, like China and India. In the region, antimicrobial agents are successfully added to several edible composite films and coatings, based on polysaccharides or proteins, such as starch, cellulose derivatives, chitosan, alginate, fruit puree, whey protein isolated, soy protein, egg albumen, wheat gluten, or sodium caseinate, to keep the fruits and vegetable fresh. In China, Xanthan gum is one of the most commonly used edible coatings on fruits and vegetables, giving rise to high demand for polysaccharide-based films and coatings in the country. The component is used for its favorable characteristics, as it forms a highly viscous solution in cold or hot water, even at low concentrations. It is stable over a wide range of pH and temperatures and resistant to enzymatic degradation.

## Edible Films and Coatings for Fruits and Vegetables Industry Overview

The major players operating in the global edible films and coatings for fruits and vegetables market include Tate & Lyle PLC, Sumitomo Chemical Co. Ltd, and RPM International Inc. Companies, such as Tate & Lyle PLC and Sumitomo Chemical, hold strong market positioning as they have strong distribution channels and high market penetration, worldwide. Additionally, these players work around the sustainability factor, along with reducing dependency on harmful chemicals. For instance, in 2018, Pace International, a subsidiary of Sumitomo Chemicals, an innovative and sustainable postharvest company, launched its new high-shine, edible coating, PrimaFresh 606 GL. PrimaFresh 606 GL was based on Carnauba, a natural vegetable lipid extracted from sustainably managed palm tree plantations, made with natural food-grade ingredients.

### Additional Benefits:

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

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