

## **Freeze-Dried Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Freeze-Dried Food Market size is estimated at USD 3.44 billion in 2025, and is expected to reach USD 4.94 billion by 2030, at a CAGR of 7.52% during the forecast period (2025-2030).

Consumers nowadays are increasingly prioritizing their health and well-being. As awareness grows regarding the negative health impacts of artificial food preservatives, there is a notable pivot towards natural and healthier food choices. Additionally, rapid urbanization and fast-paced lifestyles have heightened the demand for convenient, easy-to-cook food options, leading to a surge in the popularity of freeze-dried products. Freeze-dried items stand out for their ability to preserve nutrients without resorting to artificial additives. Restaurants and cafes have taken a particular liking to freeze-dried products, especially fruits and vegetables. This trend aligns with the global rise in culinary tourism, which has invigorated the business of food service establishments. In the near term, the expanding food-processing sector, combined with a robust demand for ready-to-eat (RTE) products, is poised to drive the market forward. Therefore, industry players are increasingly adopting freeze-drying techniques, particularly for heat-sensitive items that need prolonged preservation. For instance, in February 2024, Paradise Fruits Solutions broadened its product range, introducing an instant Smoothee featuring tropical flavors and Savory Drops infused with Cannabidiol (CBD). The company highlights that their Smoothee Drops, crafted from freeze-dried pure fruit, can seamlessly blend with yogurt or vegetables and offer customization options for added sugar.

Freeze Dried Food Market Trends

Freeze-Dried Pet Food Witnesses The Highest Consumer Demand

Global demand for freeze-dried pet foods is on the rise due to their high quality, lightweight nature, and impressive shelf stability.

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Freeze-dried pet foods outlast conventional foods and treats in shelf life, allowing consumers to stock up without the worry of staleness. As pet owners worldwide become more discerning about their pets' diets, there is a growing emphasis on innovative products. Additionally, with more hotels now accommodating traveling pets, it's clear that pet owners are increasingly taking their companions on trips. This trend boosts the appeal of freeze-dried products, which are lightweight, easy to pack, and can be prepared simply by adding water, merging convenience with nutritional value. Moreover, the market is bustling with numerous global and regional players, each offering a diverse range of products. These companies are actively engaging in strategies like e-marketing investments, establishing e-commerce platforms, and pursuing mergers and acquisitions. They are also rolling out new products to bolster their domestic presence and capture larger market shares. For example, in May 2024, VAFO Group's CARNILOVE brand launched a new line of dog treats, featuring freeze-dried meat options tailored to satisfy instinctual cravings. The company highlighted that these treats are rich in fresh meat, processed gently to retain their taste, aroma, and essential nutrients. Furthermore, the treat line includes both mono- and multi-protein formulations, catering to a diverse range of dogs, with single-protein treats specifically designed for those with dietary restrictions, allergies, and intolerances.

Asia-Pacific is the Fastest Growing Region

The Asia-Pacific freeze-dried food market is rapidly expanding, driven by a surge in processed food consumption and a growing preference for ready-to-eat meals. For example, the Ministry of Food and Drug Safety reported that South Korea imported processed foods worth USD 16.07 billion in 2022, a notable increase from USD 11.45 billion in 2020. Such trends position Asia as a burgeoning market for freeze-dried food products. Rising internet penetration and the growing trend of online grocery shopping, especially in emerging nations, are poised to further boost the demand for freeze-dried ready meals. In India, for example, e-commerce plays a pivotal role in distributing freeze-dried foods. With the surge in internet and smartphone usage, more consumers are turning to online platforms for specialized products, including freeze-dried meals and snacks. As of 2023, the Ministry of Communications Department of Telecommunications reported approximately 850.95 million internet users in India. This trend of online purchasing is particularly evident in tier-2 and tier-3 cities, where platforms like Amazon, Flipkart, and BigBasket are driving demand. Furthermore, consumers are increasingly drawn to healthy, innovative products made from wholesome ingredients that align with their busy lifestyles. This presents a lucrative opportunity for manufacturers to expand their footprint in the region. Capitalizing on this trend, New Zealand startup Ovavo launched a freeze-dried avocado powder in January 2024, touting benefits like dietary fiber, potassium, and vitamins B and E.

Freeze Dried Food Industry Overview

The global freeze-dried food market is fiercely competitive, with numerous regional and multinational companies vying for dominance. Key players such as Nestle SA, European Freeze Dry, Ajinomoto Co. Inc., Asahi Group Holdings Ltd., and OFD Foods LLC command a substantial market share. They employ strategies like product innovations, partnerships, enhanced online and offline marketing, and mergers & acquisitions to bolster their visibility and diversify their offerings. This heightened competition poses challenges for domestic entities, particularly in areas like pricing, brand recognition, and tailored offerings. Additionally, the growing demand for organic freeze-dried foods has led manufacturers to fine-tune their sourcing strategies to better meet consumer preferences.

Additional Benefits:

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

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