

## **Freeze-Dried Fruits and Vegetables Market Forecast Trends - Market Size, Share, Growth Analysis Report (2025-2034)**

Market Report | 2025-08-11 | 168 pages | EMR Inc.

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### **Report description:**

The global freeze-dried fruits and vegetables market reached approximately USD 1243.22 Million in 2024 . The market is projected to grow at a CAGR of 6.80% between 2025 and 2034, reaching a value of around USD 2400.27 Million by 2034 .

#### Freeze-Dried Fruits and Vegetables Market Growth Rate

The clean-label trend, the addition of functional ingredients, the surge in e-commerce, and health and wellness awareness are the major trends impacting the global freeze-dried fruits and vegetables market growth.

March 3, 2024

ViteBites, aiming to gain traction in the health and wellness market, has launched its innovative freeze-dried fruit supplements, marking a significant advancement in the nutritional supplements industry.

December 5, 2023

Gina's Table, the retail arm of SSS Strawberries, a well-known strawberry grower in Bundaberg, has inaugurated a freeze-drying facility spanning 4000 square meters in Thabeban, Queensland.

November 27, 2023

Oatme Superfood, a Canadian brand renowned for its nutritious snacks, has debuted a new selection of freeze-dried fruits, perfect for gifting during the festive season as healthy stocking stuffers.

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May 26, 2022

Sow Good, Inc., a producer of freeze-dried fruits and vegetable products, raised \$3.7 million to expand its production capabilities. The company launched its freeze-dried smoothies and snacks line in 2021.

The clean-label trend

There's a growing demand for clean-label products, and freeze-dried fruits and vegetables often fit into this trend as they typically contain no added preservatives, colours, or artificial flavours.

Addition of Functional Ingredients

Some freeze-dried products incorporate functional ingredients such as probiotics, antioxidants, or superfoods to enhance their nutritional value and appeal to health-conscious consumers.

Surge in e-commerce

The rise of e-commerce has made freeze-dried products more accessible to consumers worldwide, allowing for direct-to-consumer sales and reaching niche markets more effectively.

Health and Wellness Awareness

Consumers are increasingly prioritising health-conscious choices, driving the demand for nutritious snacks like freeze-dried fruits and vegetables that retain their vitamins and minerals.

Freeze-Dried Fruits and Vegetables Market Trends

The appeal for freeze-dried fruits and vegetables is growing because they offer convenience: they're lightweight, portable, and have a long shelf life, making them perfect for snacking on the go. Moreover, with sustainability concerns rising, freeze-drying is seen as an eco-friendly method compared to other preservation techniques, as it requires less energy and often results in less food waste.

Further, manufacturers are continuously introducing new flavours and varieties of freeze-dried fruits and vegetables to cater to diverse consumer preferences and offer unique taste experiences. Certain freeze-dried products integrate functional ingredients like probiotics, antioxidants, or superfoods to boost their nutritional content and attract health-conscious consumers.

Freeze-Dried Fruits and Vegetables Industry Segmentation

"Global Freeze-Dried Fruits and Vegetables Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Production Process

- Organic
- Conventional

Market Breakup by Type

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- Freeze-Dried Fruits

- ??- Strawberry
- ??- Raspberry
- ??- Pineapple
- ??- Apple
- ??- Mango
- ??- Others

- Freeze-Dried Vegetables

- ??- Peas
- ??- Corn
- ??- Carrot
- ??- Potato
- ??- Mushroom
- ??- Others

Market Breakup by Distribution Channel

- B2B
- B2C

Market Breakup by End Use

- Direct Consumption
- Beverages
- Dairy Products
- Prepared Meals
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Freeze-Dried Fruits and Vegetables Market Share

The organic production process led to the freeze-dried fruits and vegetables market growth as organic freeze-dried fruits and vegetables align with the clean label trend due to their production without synthetic pesticides, fertilizers, or GMOs.

Organic farming methods usually result in reduced environmental impact compared to conventional practices because they emphasise soil health, biodiversity, and conservation of natural resources. This resonates with the increasing consumer preference for sustainable and environmentally friendly products. Organic farming practices often prioritise soil health and

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nutrient-rich soil, resulting in produce with higher nutritional content. Freeze-drying preserves these nutrients, offering consumers a high-quality product with enhanced nutritional benefits.

Conventional farming practices are well-established and widely adopted, leading to a more stable and reliable supply chain for freeze-dried fruits and vegetables. This ensures consistent availability of products for manufacturers and consumers.

Freeze-dried fruits contribute to the freeze-dried fruits and vegetables market share by allowing consumers to enjoy seasonal fruits year-round, regardless of geographic location.

Freeze-drying preserves the natural nutrients, vitamins, and minerals present in fruits, offering consumers a healthy and nutritious snack alternative. Moreover, manufacturers are continuously innovating and introducing new freeze-dried fruit products with unique flavours, blends, and packaging formats to cater to evolving consumer preferences and trends.

Freeze-drying helps to extend the shelf life of vegetables, reducing the risk of spoilage and food waste. By preserving vegetables at their peak freshness, freeze-drying helps to minimize losses throughout the supply chain, contributing to sustainability efforts and cost savings.

#### Leading Manufacturers in the Freeze-Dried Fruits and Vegetables Market

The companies are a provider of dried fruits, frozen-dried vegetables, proteins, pet foods, organic fruits, dairy and meals.

Harmony House Foods Inc.

Established in 2005. It is a North Carolina-based company. The company provides high-quality shelf-stable foods including vegetables, organic fruits, organic vegetables, beans, and fruits.

Mercer Foods, LLC

Founded in 2004 and is an American Fork, UT-based company. The company provides frozen-dried fruits, veggies, pet food, candy and dessert confections, protein, dairy, and meals.

Freeze-Dry Foods GmbH

Established in 1978 and is headquartered in Greven, Nordrhein-Westfalen. The company produces gently dried premium ingredients, and the portfolio consists of vegetables freeze-dried, herbs and spices freeze-dried, fruits freeze-dried, and superfoods freeze-dried.

Chaucer Foods Ltd.

Founded in 1982. It is a UK-based company. The company offers products including baked, freeze-dried, and infused fruits.

Other global freeze-dried fruits and vegetables market key players are LYO Foods Sp. Z.o.o among others.

#### Freeze-Dried Fruits and Vegetables Market Analysis by Region

North America is expected to hold a significant share of the freeze-dried fruits and vegetables industry during the forecast period. This growth is driven by increased demand for ready-to-eat foods like instant noodles and soups. Additionally, rising disposable

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incomes and improved living standards are anticipated to positively impact market growth.

According to INC, over the past five years (2018/19-2022/23), Turkey (15%), the USA (15%), and Iran (13%) have been at the forefront of global dried fruit production, with Saudi Arabia (7%) and China (6%) following closely behind.

In 2021, the Middle East emerged as the leading consumer of dried fruits, accounting for 35% of consumption, trailed by Europe (21%), Asia (21%), and North America (11%).

More Insights On

Freeze-Dried Fruit Powder Market

Freeze-Dried Food Market

Europe Freeze-Dried Fruit Products Market

Middle East Freeze-Dried Fruit Products Market

Freeze-Dried Fruits and Vegetables Market?Report Snapshots

Freeze-Dried Fruits and Vegetables?Manufacturers

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