

Vegetable Puree Global Market Demand, Growth, Opportunities, Top Key Players and Forecast to 2025

WiseGuyReports.com Presents "Global Vegetable Puree Market Professional Survey Report 2019" New Document to its Studies Database

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Vegetable puree is obtained by parboiling, grinding, and sieving of vegetables. These contain all the natural minerals and vitamins present in the vegetables used without the addition of any sugar. As a result, they are highly preferred by those who follow a healthy diet. The natural colors and flavors of the vegetables are retained as no additives are mixed in them. Normally, the vegetable puree is prepared from tomatoes, carrots, peas, pumpkins, beetroots, butternut squash, bell peppers, zucchini, and spinach.

The global vegetable puree market is expected to register a growth at the rate of 4.86% CAGR and shall touch a market value of USD 11851.1 million. This increase is because of the demand for healthier food items prepared from natural ingredients. Additionally, the world is seeing a greater tilt towards vegetarian and vegan food practices, which further calls for the spike in vegetable purees. Plant-based food and beverages are seeing a new revival, which is giving acceleration to this industry.

Key Players

SVZ Industrial Fruit & Vegetable Ingredients
Dohler GmbH
Baby Gourmet Foods
Kerr concentrates
Kagome
Encore Fruit Marketing
...

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Segmentation



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The report segments the vegetable puree market on the basis of the vegetable used to create the puree, which could be:

- Carrots
- Beets
- Pumpkins
- Peas
- Butternut squash
- Spinach
- Other

Further, depending on where the vegetable puree is being used, the application-based segmentation could be:

- Baby nutrition
- Beverages
- Others
- Regional Analysis

For the purpose of this report, the vegetable puree industry was categorized into the following regions:

- North America
- Europe
- China
- Japan
- Southeast Asia
- India

Europe dominates the global vegetable puree market and will continue to do so for the forecast period. Countries like Germany, France, and Italy are keeping the region on the forefront. However, the usage of vegetable puree in baby food can be a defining factor that may boost the market in the Asia-Pacific region, which is experiencing a rapid increase in population.

Industry News

While tomatoes, pumpkin, and squash are one of the prominently pureed vegetables, a new emerging trend indicates that cauliflower could be the next big vegetable to join the club. The vegetable is widely used to make pizza crusts or to substitute rice. It features prominently in a number of comfort foods and is absolutely affordable. Hence, key market players are eyeing at this new 'it' vegetable that could be a game-changer.

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