

Fruit Puree Market Size to Reach USD 7.8 Billion by 2031-depth analysis of current trends & future estimation

A number of factors, including rising demand from the bakery and infant food industries, have contributed to the fruit puree market's strong expansion.

PORTLAND, OR, US, October 12, 2022 /EINPresswire.com/ -- Fruit puree is a processed [Fruit Product](#) that is made by heating, pressing, mashing, and sieving fresh fruit. A healthy substitute for cooking oils is the resulting creamy paste that is semi-liquid. Fruit purees



are sometimes used in place of butter or oil by consumers trying to reduce their calorie intake. This can increase the flavor of the baked goods without adding any unhealthy trans fats. The market is expected to reach \$7.8 billion by 2031, growing at a CAGR of 6.3% from 2022 to 2031.

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By nature, the market is divided into organic and conventional. The organic segment is growing at a moderate rate during the forecast period. The organic fruit puree market demand is also rising, particularly when customers are becoming more knowledgeable about the advantages of producing fruit using organic methods.

Region wise, Asia-Pacific dominated the market with the largest share during the forecast period.

Increased use of natural ingredients like fruit purees in processed meals is one of the key drivers of industry expansion. Fruit purees are a distinctive technique to include fruit flavors into processed foods to enhance their visual appeal and nutritional value.

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The major players analyzed for the fruit puree industry are:

Agrana Zucker Starke und Frucht Holding AG

Aseptic Fruit Purees

China Kunyu Industrial

David Berryman Ltd

Dennick FruitSource

LLC

Doehler Group SE

Fruit Puree Miami

Grunewald International

Ingredion Incorporated

Milne Fruit Products, Inc.

Sicol Cooperative

SVZ International B.V

The Perfect Puree of Napa Valley

Tree Top Inc.

Uren Food Group

Key players operating in the fruit puree market have adopted product launch, business expansion, and mergers & acquisitions as key strategies to expand their fruit puree market share, increase profitability, and remain competitive in the market.

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1) By product, the berries segment was the highest revenue contributor to the market, with \$1,616.6 million in 2021, and is estimated to reach \$2,853.2 million by 2031, with a CAGR of 5.9%.

2) By nature, the conventional segment was the highest revenue contributor to the market, with \$2,290.7 million in 2021, and is estimated to reach \$4,332.0 million by 2031, with a CAGR of 6.7%.

3) Depending on application, the food and beverage segment was the highest revenue contributor to the market, with \$2,229.0 million in 2021, and is estimated to reach \$3,956.4 million by 2031, with a CAGR of 6.0%.

4) Region wise, Asia-Pacific was the highest revenue contributor, accounting for \$1,485.7 million in 2021, and is estimated to reach \$2,971.5 million by 2031, with a CAGR of 7.3%.

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Consumer products with a high rate of sale at a low price are referred to as fast-moving goods. Due to strong consumer demand or the fact that they are perishable, FMCGs have a limited shelf life. These products are widely purchased, quickly consumed, inexpensively priced, and widely distributed. Additionally, when they are on the store shelf, they rotate quickly. The adoption of experience retailing and consumer demand to supplement their physical shopping with a social or leisure activity have both contributed to the FMCG market's brisk expansion over the past few years. Many people have started adhering to special diets as a result of the general public's growing health consciousness, and they wish to enjoy these healthier options both at home and while dining out.

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[Apple Concentrate Market](#)

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