

Freeze Dried Vegetable Market Rapid growth in Food-Processing Business as well as Consumer Demand for Ready-to-Eat

Availability of products in a variety of flavors, rapid urbanization, and rising disposable income are expected to positively impact market growth.

NEW YORK, U.S, UNITED STATE, July 5, 2023 /EINPresswire.com/ -- In 2020, the global [freeze dried vegetable market](#) showed a significant level of strength and is predicted to maintain a steady

growth rate throughout the forecast period. This can be attributed to the rapid expansion of the food-processing industry and the heightened demand for ready-to-eat or convenient food products, due to the increase in the working population and busy work schedules. Consequently, there has been a surge in demand for freeze-dried fruits and vegetables to be used in various

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The global freeze dried vegetable market size was significantly robust in 2020 and is expected to register a steady revenue CAGR over the forecast period.”

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food items such as soups, snacks, sauces, bakery, and confectionery products, which is expected to drive the growth of market revenue in the future.

The process of freeze-drying vegetables is a novel technique for preserving food and extending its shelf life. The process involves freezing the food products, eliminating moisture in a vacuum chamber, and sealing them in an airtight container. This technique is used in a wide range of food products such as appetizers,

confectioneries, quick soups, snacks, ice creams, vegetable dip dressings, spaghetti dishes, and pastries.

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Top Companies Operating in the Global Freeze-Dried Vegetable Market Report:

- Nestle S.A.
- Mondelez International



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- The Kraft Heinz Company
- The J M Smucker Company
- OFD Foods
- Olam International
- Asahi Group
- Ajinomoto Co.
- Mercer Foods
- Van Drunen Farms
- European Freeze Dry Ltd.

Restraining Growth of Freeze Dried Vegetable Market

- Increase awareness about fresh produce: Promote the benefits of fresh vegetables over freeze-dried alternatives. Educate consumers about the nutritional value and taste advantages of fresh produce. This can be done through marketing campaigns, cooking demonstrations, and collaborations with nutritionists and health professionals.
- Address concerns about additives: Some consumers may be hesitant to consume freeze-dried vegetables due to concerns about additives or preservatives. To address this, manufacturers can focus on developing and promoting freeze-dried products that are free from artificial additives, preservatives, or excessive sodium content. Emphasizing the natural and clean-label aspects of freeze-dried vegetables can help alleviate these concerns.
- Highlight sustainability concerns: Freeze-drying requires energy-intensive processes and packaging materials, which may raise concerns about environmental impact. Promote the benefits of locally sourced, seasonal fresh produce, which can be a more sustainable option compared to freeze-dried alternatives. Emphasize reduced packaging waste and carbon footprint associated with fresh vegetables.

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The global Freeze Dried Vegetable market is segmented into:

- North America (U.S.A., Canada, Mexico)
- Europe (Italy, U.K., Germany, France, Rest of Europe)
- Asia Pacific (China, India, Japan, South Korea, Australia, Rest of APAC)
- Latin America (Chile, Brazil, Argentina, Peru, Rest of Latin America)
- Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of MEA)

Further market segmentation

Form Outlook (Revenue, USD Billion; 2018-2028)

- Powder & Granules

- Chunks
- Flakes
- Others

Distribution Channel Outlook (Revenue, USD Billion; 2018-2028)

- Supermarket/Hypermarket
- Convenience Store
- Specialty Store
- Online Sale Channel
- Others

End-Use Outlook (Revenue, USD Billion; 2018-2028)

- Household
- Commercial
- Others

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