

# Dried Fruit Ingredients Market to Reach USD11.9 Billion by 2031, Growing at a 5.2% CAGR | TMR

*The dried fruit ingredients market is growing rapidly, driven by rising demand for healthy, natural, and convenient food options.*

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EINPresswire.com/ -- The [dried fruit ingredients market](#) has witnessed robust growth, emerging as a crucial segment in the global food and beverage industry. In 2022, the global market for dried fruit ingredients was valued at US\$ 7.6 billion and is projected to grow at a compound annual growth rate (CAGR) of 5.2% from 2023 to 2031, reaching an estimated value of US\$ 11.9 billion by the end of the forecast period. This growth is fueled by increasing consumer awareness of health and wellness, a surge in demand for organic and natural food products, and the versatile use of dried fruit ingredients in a variety of culinary applications. The market is further buoyed by a growing preference for plant-based and clean-label products, aligning with evolving consumer trends.



Dried Fruit Ingredients Market

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The dried fruit ingredients industry's growth trajectory is a direct result of heightened health consciousness and the rising popularity of functional foods. Consumers are increasingly drawn to dried fruit ingredients due to their dense nutrient profiles, which include essential vitamins, minerals, antioxidants, and dietary fibers. These ingredients are often perceived as superfoods and are widely used as natural sweeteners and flavor enhancers in products ranging from breakfast cereals to desserts and beverages.

In 2022, the market's value of US\$ 7.6 billion underscored its expanding role in the global food supply chain. The CAGR of 5.2% is indicative of sustained demand, driven by the proliferation of organic products and the introduction of innovative dried fruit-based snacks. Key growth opportunities stem from the food retail sector, where dried fruit ingredients are being incorporated into a range of products, including ready-to-eat meals and baked goods.

## Market Segmentation

The dried fruit ingredients market is characterized by intense competition, with major players striving to capture market share through product innovation, superior quality, and effective branding. Companies such as Diana Food SAS, ADM, Döhler GmbH, and SunOpta Grains and Foods Inc. are at the forefront, leveraging their expertise in organic and non-GMO product offerings to meet the demands of health-conscious consumers. Additionally, firms like Ocean Spray Cranberries, Inc. have introduced novel product lines, such as functional dried fruit blends, to cater to the evolving preferences of the global market.

Key strategies employed by these players include sustainable sourcing, innovative packaging solutions, and the expansion of their product portfolios to include exotic fruits such as acai berries, mangoes, and pineapples. These companies also invest in marketing initiatives to emphasize the health benefits of dried fruit ingredients, thereby strengthening their competitive edge.

## Market Segmentation

The dried fruit ingredients market can be segmented based on nature, form, fruit type, and application:

**Nature:** Products are classified as organic or conventional. Organic variants are gaining traction due to their perceived health benefits and environmental sustainability.

**Form:** Dried fruit ingredients are available in various forms, including slices, granulates, powders, and whole dried fruits, catering to diverse culinary needs.

**Fruit Type:** Raisins (natural seedless, golden seedless, black currant, sultana, muscat, and monukka), tropical fruits (dates, apricots, bananas, mangoes, and pineapples), berries (cranberries, blueberries, raspberries, and acai berries), and others are among the key categories.

**Application:** These ingredients find extensive use in breakfast cereals, desserts, baked goods, confectionery, beverages, soups, and ready meals, showcasing their versatility in enhancing taste, texture, and nutritional value.

## Europe Market Overview

Europe dominated the dried fruit ingredients market in 2022, driven by changing food habits and a growing focus on health and wellness. European consumers increasingly prefer dried fruit ingredients for their convenience, shelf stability, and nutritional benefits. Epidemiological evidence suggests that dried fruit consumption is associated with reduced risks of cardiovascular disease, type 2 diabetes, obesity, and certain cancers, making them a preferred choice for health-conscious individuals.

North America and Asia-Pacific are also significant markets, with rising disposable incomes, urbanization, and growing awareness of health benefits driving demand. In countries like the U.S. and China, the incorporation of dried fruit ingredients into snacks, beverages, and meals is rapidly increasing.

## Future Outlook

The future of the dried fruit ingredients market looks promising, with strong growth potential driven by ongoing consumer demand for nutritious, sustainable, and clean-label products. Key trends expected to shape the market include:

**Increased Demand for Organic Products:** As consumers prioritize environmental sustainability and health, the demand for organic dried fruit ingredients will continue to rise.

**Innovation in Product Development:** Manufacturers are likely to explore new product formats, including functional blends and exotic fruit varieties, to diversify their offerings and cater to niche markets.

**Technological Advancements:** Improved drying techniques and packaging innovations will enhance product quality and shelf life, further boosting consumer appeal.

**Expansion in Emerging Markets:** Developing regions in Asia, Latin America, and Africa present untapped opportunities, with rising middle-class populations and growing health awareness.

Overall, the dried fruit ingredients market is poised for robust growth, underpinned by shifting consumer preferences, technological advancements, and sustained innovation by key industry players.

For more detailed insights, visit our comprehensive report:

<https://www.transparencymarketresearch.com/dried-fruit-ingredients-market.html>

Our analysis covers the market's growth drivers, challenges, and regional performance –

[Baobab Ingredient Market](#) - Estimated to grow at a CAGR of 5.2% from 2023 to 2031 and reach

US\$ 8.2 Bn by the end of 2031.

[Clean Label Starch Market](#) - Estimated to grow at a CAGR of 5.7% from 2023 to 2031 and reach US\$ 2.5 Bn by the end of 2031.

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