

Rising Demand for Superfoods: Durian Powder Market to Reach USD 570.3 Million by 2035 | FMI

The Durian Powder market is experiencing steady growth driven by rising demand in the food and beverage industry for exotic and natural flavoring ingredients.

NEWARK, DE, UNITED STATES, May 7, 2025 /EINPresswire.com/ -- The global [durian powder market](#), valued at USD 150.4 million in 2021, is poised for substantial growth, projected to reach USD 218.8 million by 2025. Over the period from 2025 to 2035, the market is expected to expand at a robust CAGR of 10.1%, ultimately reaching USD

570.3 million by 2035. Growing awareness about the health benefits of durian, coupled with increasing applications in the food and beverage industry, continues to drive this upward trend.



Durian Powder Market

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Rising global demand for exotic flavors is fueling the durian powder market — a bold blend of tradition and innovation that's reshaping food and beverage trends worldwide.”

Nandini Roy Chaudhari

Durian powder is essentially derived from the durian fruit, which is freeze-dried and then ground into fine particles typically ranging between 40 mesh and 60 mesh. Durian is celebrated for its impressive dietary fiber content, crucial for healthy digestion and optimal bodily functions. Furthermore, its benefits for heart health, blood pressure regulation, and its anti-aging properties are increasing its appeal, particularly in today's health- and appearance-conscious consumer base. These health benefits are significantly boosting the adoption of durian powder across various industries, enhancing the growth prospects of the global market.

In addition to health and wellness trends, the rise in exotic and tropical flavor integration in Western markets is also creating new opportunities for durian powder suppliers. Food

manufacturers are increasingly incorporating durian powder into bakery products, confectionery, smoothies, and dietary supplements, fueling a wider consumer acceptance despite durian's traditionally polarizing flavor profile.

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Key Takeaways:

- Market Size (2021): USD 150.4 million
- Forecasted Market Size (2025): USD 218.8 million
- Projected Market Size (2035): USD 570.3 million
- CAGR (2025–2035): 10.1%
- Key Drivers: Rising health consciousness, growing demand for functional foods, anti-aging trends
- Major Opportunities: Expansion into Western markets, product innovation in health supplements and bakery segments

Market Dynamics:

The growing trend of superfoods and functional ingredients is significantly influencing the durian powder market. As consumers increasingly seek food products offering nutritional and health benefits, durian powder's rich composition in fibers, vitamins, and antioxidants is making it an attractive addition to various diets. Additionally, the anti-aging benefits of durian powder are gaining traction among middle-aged and elderly populations, further bolstering demand.

However, challenges such as the fruit's strong aroma and high production costs may pose hurdles. Innovative product formulations and advanced processing technologies are expected to help companies mitigate these issues and widen the acceptance of durian-based products globally.

Recent Developments in the Market:

- New Product Launches: Several companies are introducing innovative durian-based snacks and health supplements to cater to evolving consumer tastes.
- Expansion into New Markets: Manufacturers are expanding into North America and Europe, targeting health-conscious demographics.
- Sustainability Focus: Producers are adopting eco-friendly farming and freeze-drying practices to appeal to environmentally conscious consumers.

Country-wise Market Analysis:

- USA: The durian powder market in the USA is growing steadily at a CAGR of 4.3%, driven by the

increasing popularity of exotic superfoods.

- Germany: In Germany, the market is expected to expand at a CAGR of 3.8%, with durian powder being increasingly utilized in gourmet and health-focused culinary applications.
- China: As a traditional durian-consuming country, China will experience a CAGR of 5.1%, fueled by a strong domestic demand for convenient, powdered forms of the fruit.
- Japan: The Japanese market will grow at a CAGR of 4.5%, owing to its aging population's rising interest in anti-aging and heart-health products.
- India: India is projected to have the highest growth at a CAGR of 6.0%, supported by growing health awareness and the burgeoning wellness industry.

Key Benefits for Stakeholders:

- Food and Beverage Manufacturers: New product development opportunities with health-focused and exotic offerings.
- Retailers: Ability to capitalize on the rising trend of superfoods and premium health ingredients.
- Consumers: Access to convenient, nutrient-rich products promoting digestive health and anti-aging benefits.
- Investors: High return potential in a rapidly expanding niche market segment.

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Competitive Analysis:

The durian powder market is characterized by the presence of several regional and global players, leading to moderate competition. Key companies are focusing on product innovation, strategic partnerships, and geographical expansion to gain an edge. Leading players are also investing in sustainable production processes and transparent sourcing to meet the rising consumer demand for ethically produced ingredients. Companies such as Thai Foods Product International Co., Ltd., Saipro Biotech Private Limited, and Sunshine International Co., Ltd. are notable for their strong market presence and innovative offerings.

Leading Brands

- Jinhua Huayang Foods Co., Ltd.
- Thai Foods Product International Co., Ltd.
- THAI AO CHI FRUITS CO., LTD.
- Xi'an Asclepius Bio-Tech Co., Ltd.
- Sunshine International Co., Ltd.
- Siam Oriental Food and Beverage Co., Ltd.
- TanTan Food
- Naturalin

- Austrade Inc.
- YS Thailand Co., Ltd.
- Others

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Key Segmentation

By End Use:

This segment is further categorized into Desserts & Ice-creams, Soft Drinks, Bakery, Confectionery, Snacks, Powder Premixes and Others

By Distribution Channel:

This segment is further categorized into Hypermarkets & Supermarkets, Online Channel, Convenience Stores, Departmental Stores, Indirect Sales.

By Region:

The market is analysed across North America, Latin America, Western Europe, Eastern Europe, South Asia & Pacific, East Asia, Central Asia, Balkan and Baltic countries, Russia and Belarus, and the Middle East & Africa.

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