

Fruit Puree Market Global Growth, Size, Trends, Industry Analysis, Key Players by 2035

There is an increase in the usage of fruit puree in smoothies, juices, and functional beverages due to surge in health-conscious consumers.

WILMINGTON, DE, UNITED STATES, July 24, 2025 /EINPresswire.com/ -- [Fruit puree market size](#) was valued at \$4.8 billion in 2023, and is estimated to reach \$10.1 billion by 2035, growing at a CAGR of 6.5% from 2024 to 2035.



The growing demand from consumers for natural and healthy food products is fueling the growth of the fruit puree industry. The market is developing since consumers are becoming aware of the nutritional advantages of fruit-based products and prefer convenience food. Growing usage in the dairy, bread, infant food, and beverage sectors also increase demand. Fruit puree is also gaining popularity as a natural ingredient due to the rise in vegan and plant-based diets. Product quality and shelf-life are improved by processing technological advancements, which increases market penetration. High production costs and seasonal shifts in products, however, serve major limitations. The demand for organic fruit purees and the growth of e-commerce platforms offers profitable prospects for market expansion, particularly in developing nations.

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The use of fruit puree in smoothies, juices, and functional beverages is rising due to growing health-conscious consumers.

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. While certain fruit purees are pasteurized to reduce the microbial load, purees are

often stored in the refrigerator to extend their shelf life. Since no juice or fibrous parts are left out throughout the process, fruit purees preserve all of the nutritious value of fresh fruits. Fruit seeds are typically removed during the processing stage, while some purees are also available with seeds. Thus, these fruit puree market trends are creating fruit puree market opportunities.

Fruit puree is used more frequently in a variety of food preparation processes and is renowned for its adaptability in the food and beverage sector. It is frequently used as an ingredient in a variety of food and beverage categories, including baby food, dairy desserts, bakery fillings, everyday foods, beverages, and flavors for the food industry, etc. For instance, among Dutch producers of mixed taste drinks, mango is a very popular addition. These mixed-flavor juices, which are sometimes referred to as "Tropical," "Exotic," or "Multivitamin," include some mango puree. Juice blending businesses combine mango puree with a variety of other ingredients to create unique combinations that are appealing to consumers, particularly in Europe.

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According to fruit puree market analysis, the fruit puree market is segmented on the basis of product, nature, application, and region. By product, the market is divided into tropical & exotic fruits, citrus fruits, berries, and others. Among these, the berries segment occupied the major fruit puree market share in 2023, and is projected to maintain its dominance during the forecast period. Owing to their low-calorie content, high antioxidant concentration, vitamin C content, and benefits for lowering blood pressure & cholesterol, berries are among the healthiest fruits to consume.

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2023 and is likely to dominate the market during the forecast period. In addition, this region is expected to witness the fastest CAGR of 7.3% from 2024-2035. The Asia-Pacific fruit puree market is expanding due to increasing demand for healthy beverages, growth in the food processing industry, and rising consumer preference for natural, preservative-free products.

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Agrana Beteiligungs AG
Aseptic Fruit Puree
China Kunyu Industrial
David Berryman Limited
Dennick FruitSource
Doehler Group SE
Fruit Puree Miami

Grunewald International
Ingredion Incorporated
Milne Food Products
Sicol
SVZ International B.V.
Tree Top Inc.
Uren Food Group
Les Vergers Boiron
Irca S.p.A.
Ponthier
Martin Braun-Gruppe
La Fruitière
Agence Hachetag.co
Fruinov
Bel Group
Roger Descours
Monin Incorporated

The report provides a detailed analysis of these key players in the fruit puree industry. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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