

# Global Frozen Fruits Market to Reach USD 6,549.4 million by 2030, Fueled by Organic Demand & Asia-Pacific Growth

*Rising health awareness, plant-based diets, and convenience trends drive frozen fruits market growth, with Asia-Pacific leading global expansion.*

AUSTIN, TX, UNITED STATES, September 29, 2025 / EINPresswire.com/ -- The global [frozen fruits market](#) is experiencing strong growth, driven by shifting consumer lifestyles, a growing preference for natural and nutritional foods, and continuous product innovation by leading brands. According to DataM Intelligence, the market reached USD

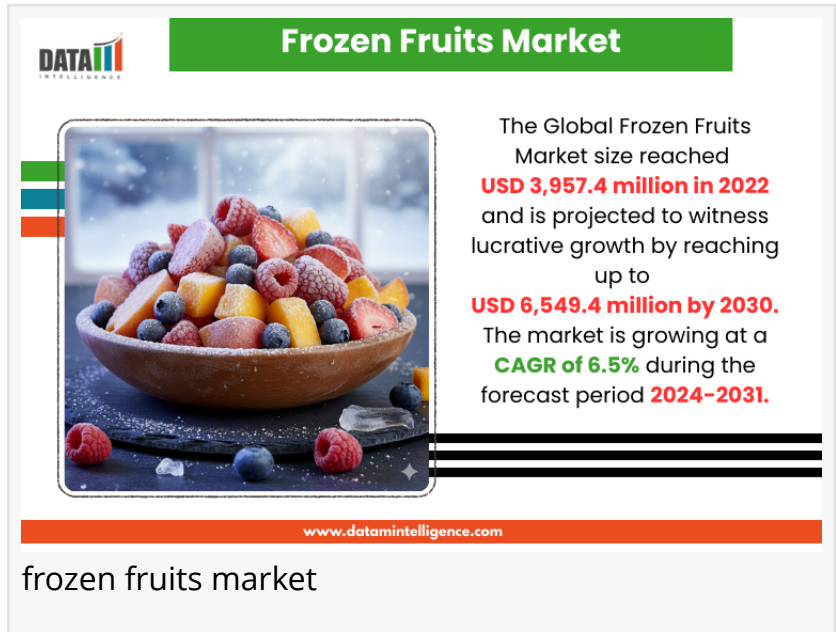
3,957.4 million in 2022 and is projected to hit USD 6,549.4 million by 2030, with a robust CAGR of 6.5% during the 2024-2031 period. Key growth drivers include convenience, expanding plant-based options, and evolving dietary preferences. Asia-Pacific leads as the dominant geographical region, thanks to significant demand and production volumes across major economies like

China, Japan, and South Korea. The organic segment claims the largest share due to global trends favoring chemical-free, healthy alternatives.

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The frozen fruits market reflects a shift toward natural, clean-label nutrition. With organic dominance and Asia-Pacific growth, innovation and e-commerce will define the industry's future.”

*DataM Intelligence*



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## Key Highlights from the Report

□ The global market size hit USD 3,957.4 million in 2022,

with projections of USD 6,549.4 million by 2030.

- Asia-Pacific holds the largest market share, accounting for about 42.9% of worldwide sales in 2022.
- Organic frozen fruits lead the market, commanding a 46.2% revenue share in 2022.
- Major players like SunOpta Inc, Dole Packaged Foods LLC, and Fruitex Australia are expanding their product portfolios.
- New product launches and the integration of plant-based variants are fueling market dynamism.
- Distribution channels are evolving, with e-commerce and specialty retailers seeing rapid expansion.

## Market Segmentation

### By Fruit Type

Frozen fruits are categorized by individual types such as blueberries, strawberries, peaches, papayas, pineapples, mangoes, grapes, and mixed fruit blends, catering to diverse culinary and nutritional needs.

### By Category

The market is split into organic and conventional segments, with organic options dominating due to rising consumer preference for chemical-free, clean-label products. In 2022, organic frozen fruits accounted for nearly half of global revenue.

### By Form

Frozen fruits are available in whole, sliced, diced, or pureed forms, offering flexibility for cooking, smoothies, desserts, and industrial processing.

### By End User

Key end users include retail consumers, foodservice providers such as restaurants and hotels, and industrial clients like bakeries and beverage manufacturers.

### By Distribution Channel

Distribution spans supermarkets, convenience stores, health food outlets, online retailers, and direct-to-consumer models, with e-commerce growth accelerating especially after the pandemic.

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## Regional Insights

Asia-Pacific is the largest and fastest-growing region in the global frozen fruits market, making up approximately 42.9% of worldwide sales in 2022. Key countries driving growth include China, Japan, South Korea, Australia, and Indonesia. The region benefits from increasing consumer

health awareness, urbanization, and the availability of diverse fruit varieties.

Japanese consumers, for example, are turning to frozen blueberries and mixed berries in both foodservice and home settings, owing to their nutritional profile and convenience. Local producers and distributors like The Meat Guy supply a wide range of frozen fruits to restaurants, vacation spots, and private consumers, tailored to suit Japanese taste preferences and health trends.

North America and Europe also demonstrate notable demand, with prominent retailers like Whole Foods launching organic frozen fruit lines to cater to rising interest in non-GMO, certified products. The institutional endorsement of organic food and efficacious supply chain networks further accelerate market growth in these regions.

## Market Dynamics

### Market Drivers

The frozen fruits market is primarily driven by the increasing consumer preference for quick, convenient, and nutritious food options, especially in urban areas where busy lifestyles limit the time available for meal preparation. Health consciousness and awareness of the benefits of natural, plant-based food have surged, with frozen fruits viewed as both a wholesome and practical choice. Product innovation from major players, such as Dole Packaged Foods and Whole Foods, which offer vitamin-enriched blends and organic lines, heightens market appeal and catalyzes adoption.

### Market Restraints

Despite positive momentum, challenges persist. The market faces logistical hurdles related to cold chain management and transportation, especially in emerging markets with limited infrastructure. Additionally, the COVID-19 pandemic exposed vulnerabilities in supply chains, leading to disruptions in manufacturing and delivery schedules. Import-export restrictions and regulatory complexities further impede expansion, particularly for companies seeking international growth and collaboration opportunities.

### Market Opportunities

The trend toward plant-based diets, organic certifications, and sustainable sourcing presents substantial growth opportunities. Manufacturers are introducing innovative products with added functional benefits such as probiotic-infused frozen fruit snacks and nutrient-enriched blends targeted at both health-conscious consumers and the athletic community. Expanding digital channels and direct-to-consumer models also create room for market penetration, especially as consumers seek fresh, convenient options from specialty online retailers like The Vegan Kind in the UK.

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## Reasons to Buy the Report

- Comprehensive segmentation by fruit type, category, form, end-user, and region enhances investment and strategic decision-making.
- In-depth competitive landscape analysis, including profiles of leading companies and emerging players.
- Exclusive insights into recent product launches, mergers, and growth strategies across global regions.
- Downloadable Excel dataset with essential market data for comprehensive analysis by professionals and investors.
- Access to expert interviews and exhaustive primary research, ensuring reliable and actionable intelligence.

## Frequently Asked Questions (FAQs)

- How big is the frozen fruits market globally?
- What are the leading segments in the frozen fruits market based on the latest DataM Intelligence report?
- Who are the key players operating in the frozen fruits market internationally?
- What is the projected CAGR for the frozen fruits market between 2024 and 2031?
- Which region is expected to dominate the global frozen fruits industry during the forecast period?

## Company Insights

- SunOpta Inc
- Diafrost Frozen Fruit Industry N.V.
- Fruitex Australia
- Arla Foods
- Capricorn Food Products India Ltd.
- Ravifruit (Kerry Group)
- Uren Food Group Limited
- Rosemary & Thyme Limited
- Brecon Foods
- Milne Fruit Pty Ltd

## Recent Developments:

- In September 2025, Dole Food Company expanded its frozen fruit product line with organic and tropical fruit blends. The offerings focus on convenience and nutritional retention. Early adoption shows strong retail demand and growing consumer preference for healthy snacking.
- In August 2025, Driscoll's launched pre-portioned frozen berry packs for smoothies and desserts across U.S. grocery chains. The products emphasize freshness, flavor, and extended

shelf life. Initial deployments highlight increased consumer engagement and repeat purchases.

## Conclusion

The global frozen fruits market is entering an exciting phase of robust growth, shaped by health-driven consumer trends, technological advancements in distribution, and strong regional performance in Asia-Pacific. Organic and plant-based options are fueling demand as major players innovate around convenience and nutrition. In-depth market research and segmentation, like that offered in the DataM Intelligence report, are essential for stakeholders looking to capitalize on current opportunities, anticipate market shifts, and design strategic initiatives in the rapidly evolving frozen fruits industry.

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