Fruit Concentrate Market by Fruit, Application, & Geography - Global Trends & Forecast to 2019

Description: “Fruit Concentrate Market by Fruit (Apple, Orange, Lemon, Pineapple, Grapes, Pear, Specialty fruit, & Others), Application (Beverage, Confectionery, Bakery, Dairy, & Others), & Geography - Global Trends & Forecast to 2019”

Fruit concentrates are mostly used in the beverage industry to make fruit juices and nectars. They are concentrated by removing water, due to which transportation, shipping, and warehousing becomes easier and less expensive. Fruit concentrates are also used as natural sweeteners and as a substitute to sugar in a variety of applications such as desserts, and confectionery items.

The fruit concentrate market is projected to reach $34.6 billion by 2019. The manufacturers are well aware of the emerging fruit concentrate market. As the market is projected to demonstrate continued growth in both, developed and developing regions, the report analyzes the market in the prominent regions of the world. There are different growth strategies adopted by various market players, which are analyzed in the report.

Fruit concentrates are a convenient and economical alternative to fresh fruits in different applications. The report provides a study on the global fruit concentrate market, categorizing fruit concentrates on the basis of the main fruits, applications, and geography. The report includes projections for global as well as regional fruit concentrate demand.

Market size, on the basis of fruits used and applications has also been analyzed. The report also analyzes the market size, in terms of value and volume, of fruit concentrates, based on their application and geography. The regions covered in the report include North America (U.S., Canada, and Mexico), Europe (Russia, Italy, Spain, Poland, Germany, France, and The Netherlands), Asia-Pacific (China, Indonesia, Japan, India, Thailand, and Australia), and Rest of the World (Brazil, Africa, Argentina, and the Middle East).

The report provides a comprehensive analysis of the fruit concentrate market that witnesses a steady growth due to the diversified products available in the market. Application of fruit concentrates in beverages, bakery and dairy products, and confectioneries has been analyzed based on the region.

The growth strategies adopted by market players to sustain and garner a larger share have been identified and analyzed in the report. The food manufacturers have started focusing on the emerging Asian and Latin American markets as potential drivers of the fruit concentrate. The market is estimated to illustrate the growth potential in both, the developed and developing regions. The market growth is also attributed to an increase in the demand for convenience food. China is one of the largest markets for fruit concentrates.

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