

Rapid domestic development has become a new growth point in the food industry

Detail Introduction :

Freeze-dried food started late in my country, and the market acceptance was low due to the high cost and price in the initial stage. With the improvement of people's living standards, the acceleration of the pace of life, and the diversification of choices, freeze-dried food processing enterprises have increased production and research and development efforts in China, making freeze-dried food increasingly enter the life of ordinary people. In recent years, the annual sales of single freeze-dried products launched by well-known freeze-dried food companies in my country have exceeded 100 million yuan on e-commerce platforms.

Fruits and vegetables dominate freeze-dried food in my country.

Freeze-dried food in my country is divided into fruits, vegetables, convenience foods, and meat and aquatic products, among which fruits and vegetables are the main ones. Fruits account for about 40% of freeze-dried food in my country, and vegetables account for about 20%. Nowadays, more and more snack food companies have joined the ranks of freeze-dried food research and development and investment, producing freeze-dried food that meets the needs of the domestic market and suits the tastes and consumption habits of Chinese people. Snack foods, soup drinks, and even pet food have enriched and expanded the market for freeze-dried food in my country.

Freeze-dried food grows by 15% annually.

Data show that in 2020, the scale of China's freeze-dried food market will be 2.1 billion yuan, a year-on-year increase of 16.7%. And exceeding the global growth rate of 7.8% of freeze-dried food, the freeze-dried food industry has shown a strong development trend. It is estimated that my country's freeze-dried food market will maintain an average compound growth rate of 15% in the next five years, and the market size will exceed 4.2 billion yuan by 2025.

The report shows that freeze-drying technology has expanded to the field of food and beverages and has become quite large in the field of coffee and snacks. Freeze-dried food is expected to lead the new trend of consumption.