

What opportunities will FD freeze-dried food have in the Chinese market in the future?

Detail Introduction :

There is one point that needs to be clarified. The freeze-dried food market is unlikely to become a very popular market in the short term. It is still necessary to make breakthroughs according to product characteristics and product needs and at the same time make breakthroughs in product innovation, branding, and marketing.

For example, freeze-dried pet food, although the proportion of freeze-dried food in the pet food market is not particularly large, freeze-dried pet food is a great opportunity.

But the difficulty lies in how to effectively lay out the product line, such as product taste and product function. Also, freeze-dried pet food is a high-end product line; it must build a high-end image in marketing and brand building. These tasks include a beautiful product packaging design and how to convey the brand's spirit and philosophy, and the promotion methods that cover more pet-raising families.

Starting from high-end products, such as freeze-dried fruits and vegetables, you can choose fruits and vegetables with high added value. Durian belongs to the category of fruits with high added value, such as avocado and kale, freeze-dried foods for infants & children and premium freeze-dried instant coffee are also the market to enter.

However, infants and children have different nutritional needs and eating habits from adults and need to be developed from the perspectives of nutrition and ingredient formulations.

As we mentioned earlier, FD freeze-drying is a food production technology that can be applied to many food fields. From the perspective of structural changes in consumer demand, there are many growth opportunities for FD freeze-dried food.