



# Global Dried Persimmon Market

Market size, segmentation, competitive landscape and outlook

2021-2031

September 2026

## Moving forward, together

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Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

**ANDREY SHEVCHENKO**, Managing Partner

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## Market at a glance

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| Indicator              | Value                |
|------------------------|----------------------|
| Market size (2025)     | USD 0.9 bn           |
| Forecast (2031)        | USD 1.4 bn           |
| CAGR (2021-2031)       | 6.8%                 |
| Study period           | 2021-2031            |
| Largest region         | Asia-Pacific · 72.4% |
| Fastest-growing region | North America · 8.5% |
| Market concentration   | Low                  |
| Licence                | Individual / Company |

The global dried persimmon market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific generated XX% of base-year revenue, supported by established consumption of Chinese shi bing, Korean gotgam and Japanese hoshigaki and anpo-gaki. Sliced snacks, controlled drying, premium gifting and cross-border e-commerce are broadening demand beyond traditional seasonal occasions. The report quantifies market value, volume, pricing, regional demand, processing technologies, distribution channels and supplier positioning across the full value chain.

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## Executive summary

The global dried persimmon market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific generated XX% of base-year revenue, supported by established consumption of Chinese shi bing, Korean gotgam and Japanese hoshigaki and anpo-gaki. Sliced snacks, controlled drying, premium gifting and cross-border e-commerce are broadening demand beyond traditional seasonal occasions. The report quantifies market value, volume, pricing, regional demand, processing technologies, distribution channels and supplier positioning across the full value chain.

| Indicator        | Value |
|------------------|-------|
| Market size 2025 | XXX   |
| Forecast 2031    | XXX   |
| CAGR             | XXX   |
| Largest region   | XXX   |
| Fastest region   | XXX   |

## Key findings

- The global dried persimmon market generated USD XXX billion in 2025 and will reach USD XXX billion in 2031.
- Market volume totaled XXX tonnes in 2025 and will rise to XXX tonnes by 2031.
- Asia-Pacific accounted for XX% of global value in 2025, equivalent to USD XXX million.
- Whole soft and chewy products led product format with a XX% value share, while sliced and chip formats will record the fastest format CAGR at XX%.
- China produced XXX tonnes of fresh persimmons in 2024, giving processors the world's deepest raw-material base.
- Global fresh-persimmon production reached approximately XXX tonnes in 2023, with China contributing about four-fifths of output.
- Wakayama harvested XXX tonnes of persimmons in 2024, representing XX% of Japan's crop.
- Online retail represented XX% of dried persimmon sales in 2025 and will grow at a XX% CAGR through 2031.

## Market size and forecast

Market value by year, USD bn

| Indicator            | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | CAGR |
|----------------------|------|------|------|------|------|------|------|
| Market value, USD bn | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  |
| Market volume        | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  |
| Production           | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  |
| Imports              | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  |
| Exports              | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  |
| Apparent consumption | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  |

Source: XXX

Year-over-year value change

| Indicator    | 2027 | 2028 | 2029 | 2030 | 2031 | CAGR |
|--------------|------|------|------|------|------|------|
| Market value | X%   | X%   | X%   | X%   | X%   | X%   |
| Production   | X%   | X%   | X%   | X%   | X%   | X%   |
| Imports      | X%   | X%   | X%   | X%   | X%   | X%   |
| Exports      | X%   | X%   | X%   | X%   | X%   | X%   |

Source: XXX

# Global Dried Persimmon Market Trends and Growth Drivers

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Dried persimmon is moving from a collection of regional heritage products toward a more organized international snack category. Traditional whole-fruit demand still determines the industry's seasonal rhythm, but sliced formats, online retail and modern moisture-control systems are creating repeat consumption outside Lunar New Year, Chuseok and year-end gifting.

Supply economics begin with cultivar, maturity and drying yield. Processors with contracted access to suitable fruit, rapid post-harvest handling and calibrated drying conditions consistently achieve higher saleable yields and stronger color, texture and shelf-life performance.

The next stage of market development will be shaped by format accessibility rather than raw consumer interest alone. Clear packaging, smaller trial sizes, resealable barriers and explanation of natural sugar bloom can convert curiosity into routine purchase, especially in North America and Europe.

## Growth drivers

### Clean-label fruit snacking accelerates

Dried persimmon combines natural sweetness, a one-ingredient formulation and a distinctive chewy or crisp texture. The product is gaining shelf space alongside mango, dates and fruit leathers as retailers broaden no-added-sugar assortments, with sliced packs offering the easiest route into habitual snacking.

### East Asian cuisine gains global reach

Growth in Korean and Japanese food culture is introducing gotgam, hoshigaki and anpo-gaki to consumers outside their traditional markets. Asian grocers, restaurants, social media and culinary gifting are converting cultural discovery into repeat retail demand, particularly in the United States, Canada, the United Kingdom and Australia.

### Premium gifting supports value growth

Individually wrapped whole fruit commands a substantial premium during Lunar New Year, Chuseok and year-end gifting periods. Origin branding, visual grading and presentation cartons shift competition away from commodity dried-fruit pricing and raise average transaction values.

### E-commerce expands specialist distribution

Digital marketplaces allow regional cooperatives and specialist processors to reach diaspora and health-oriented consumers without national grocery listings. Reviews, recipe content and smaller trial packs reduce the education barrier, while subscription and multipack formats improve repeat economics.

### Controlled drying improves scalability

Temperature- and humidity-controlled systems reduce dependence on suitable outdoor weather and deliver more consistent moisture, color and texture. Process control also supports year-round frozen-input production, export shelf-life validation and higher compliance rates for modern retail.

## **Fruit-loss reduction strengthens processor economics**

Drying creates a commercial outlet for sound fruit that falls outside fresh-market cosmetic specifications. Grower cooperatives and packhouses can improve harvest realization, reduce disposal and stabilize farmgate demand by integrating drying capacity near production districts.

## **Restraints**

### **Harvest concentration raises input volatility**

Persimmon supply is concentrated in a limited group of Asian producing countries and a short autumn harvest window. Weather damage, uneven ripening and competition from fresh-market buyers can tighten processing availability and increase the cost of suitable astringent cultivars.

### **Traditional processing remains labor intensive**

Premium whole-fruit production requires peeling, hanging, massaging, inspection and repeated handling. Labor scarcity is constraining artisanal capacity in mature Japanese and Korean production districts and increases the cost gap against mainstream dried-fruit snacks.

### **Moisture and microbial control complicate exports**

Semi-dried products require precise water-activity management, protective packaging and, in some cases, frozen or refrigerated distribution. Inconsistent drying can create mold, discoloration or texture deterioration, raising rejection risk and limiting long-distance shipment.

### **Consumer awareness remains uneven**

Outside East Asia, many consumers do not recognize dried persimmon or understand the white natural sugar bloom on traditional whole fruit. Brands must fund sampling, preparation guidance and packaging education before the category can compete consistently with dates, raisins and dried mango.

# Dried Persimmon Market Driver and Restraint Impact on the Forecast

## Drivers — impact on forecast

| Driver                                               | Impact on CAGR | Geography | Horizon |
|------------------------------------------------------|----------------|-----------|---------|
| Clean-label fruit snacking accelerates               | XXX            | XXX       | XXX     |
| East Asian cuisine gains global reach                | XXX            | XXX       | XXX     |
| Premium gifting supports value growth                | XXX            | XXX       | XXX     |
| E-commerce expands specialist distribution           | XXX            | XXX       | XXX     |
| Controlled drying improves scalability               | XXX            | XXX       | XXX     |
| Fruit-loss reduction strengthens processor economics | XXX            | XXX       | XXX     |

Source: XXX

## Restraints — impact on forecast

| Restraint                                         | Impact on CAGR | Geography | Horizon |
|---------------------------------------------------|----------------|-----------|---------|
| Harvest concentration raises input volatility     | XXX            | XXX       | XXX     |
| Traditional processing remains labor intensive    | XXX            | XXX       | XXX     |
| Moisture and microbial control complicate exports | XXX            | XXX       | XXX     |
| Consumer awareness remains uneven                 | XXX            | XXX       | XXX     |

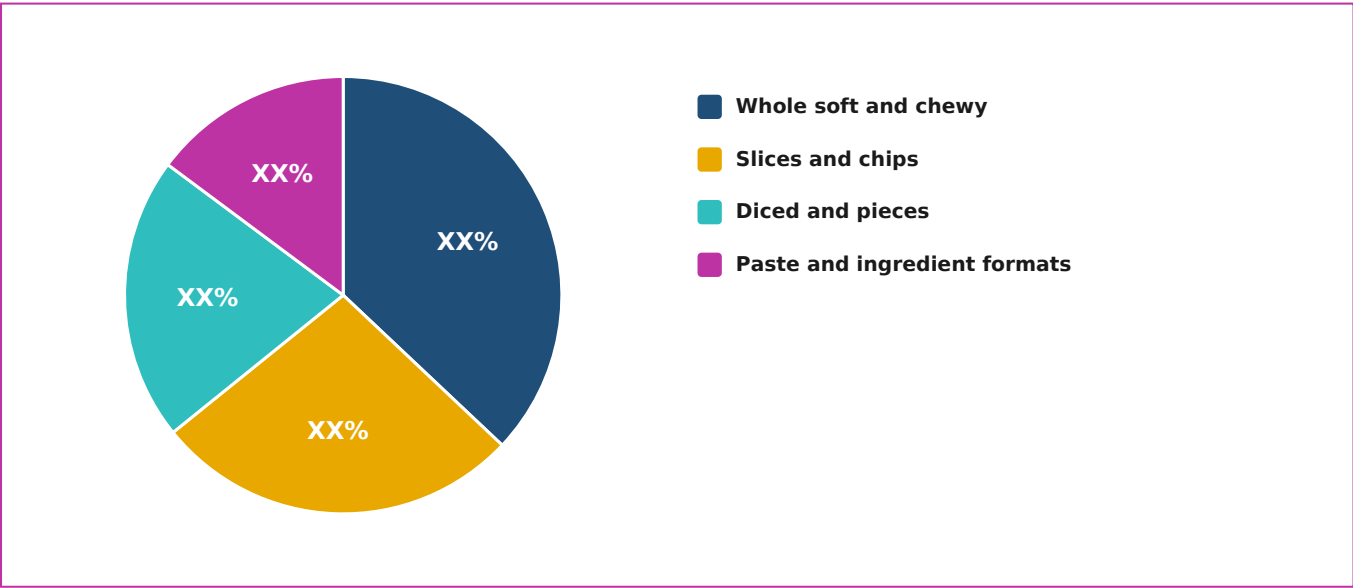
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# Dried Persimmon Market Segmentation by Format, Processing, Packaging and Channel

## By Product Format

Whole fruit dominates traditional consumption and premium gifting because appearance, size and texture communicate quality. Slices and chips are gaining share in export markets through portion control, ambient stability and direct comparability with mainstream fruit snacks. Diced products and paste remain smaller but are expanding in bakery, cereal and confectionery applications.

Value share by product Format, 2025



Source: XXX

Value by product Format, USD bn

| Segment                      | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | Share 2025 | CAGR |
|------------------------------|------|------|------|------|------|------|------------|------|
| Whole soft and chewy         | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Slices and chips             | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Diced and pieces             | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Paste and ingredient formats | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |

Source: XXX

## By Processing Method

Natural and sun drying remains central to traditional whole products and origin narratives. Controlled hot-air systems are gaining scale because processors can standardize moisture, reduce weather exposure and meet retailer specifications. Freeze-drying and vacuum drying occupy a premium niche, while hybrid

systems combine outdoor flavor development with controlled finishing.

Value by processing Method, USD bn

| Segment                       | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | Share 2025 | CAGR |
|-------------------------------|------|------|------|------|------|------|------------|------|
| Natural and sun dried         | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Controlled hot-air dried      | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Hybrid dried                  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Freeze-dried and vacuum-dried | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |

Source: XXX

By Packaging

Resealable pouches lead because they balance barrier performance, freight efficiency and shelf communication. Trays and cartons protect soft whole fruit, while premium gift boxes preserve a distinct seasonal role in Korea, Japan and China. Bulk packs serve wholesalers and food manufacturers but lose share as more value migrates into branded consumer packaging.

Value by packaging, USD bn

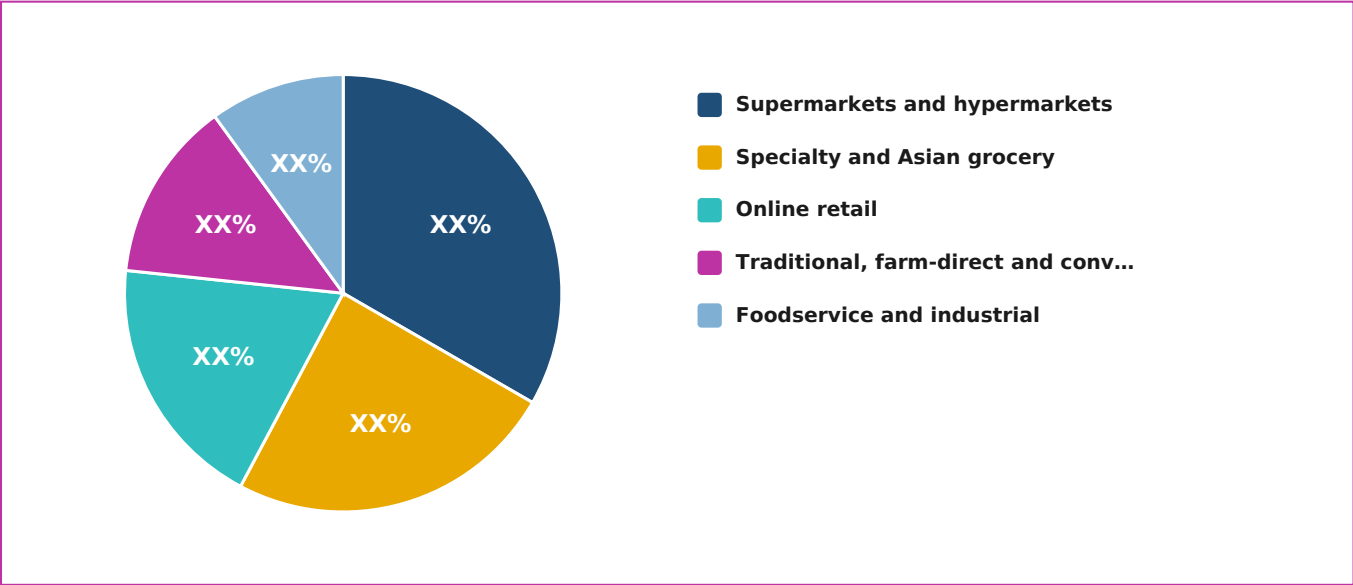
| Segment                  | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | Share 2025 | CAGR |
|--------------------------|------|------|------|------|------|------|------------|------|
| Flexible pouches         | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Trays and retail cartons | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Bulk bags and cases      | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Premium gift boxes       | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |

Source: XXX

By Distribution Channel

Supermarkets lead through high-volume Asian domestic sales, but specialty and Asian grocers remain essential for product education and imported premium formats. Online channels are expanding fastest because they aggregate fragmented brands and enable direct access to diaspora consumers. Traditional and farm-direct channels retain importance near production centers, while foodservice and industrial buyers create demand for bulk pieces and paste.

Value share by distribution Channel, 2025



Source: XXX

Value by distribution Channel, USD bn

| Segment                                  | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | Share 2025 | CAGR |
|------------------------------------------|------|------|------|------|------|------|------------|------|
| Supermarkets and hypermarkets            | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Specialty and Asian grocery              | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Online retail                            | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Traditional, farm-direct and convenience | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Foodservice and industrial               | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |

Source: XXX

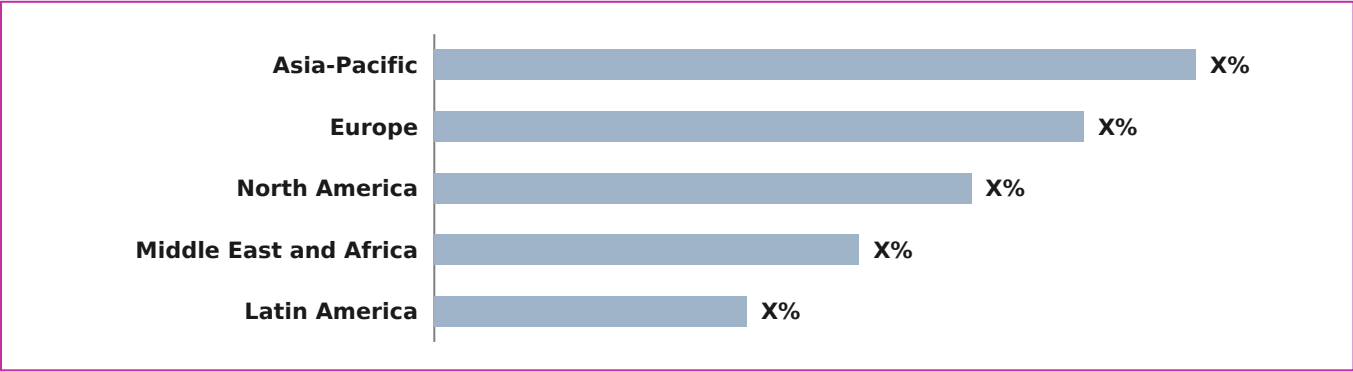
# Dried Persimmon Market Regional Analysis and Country Outlook

Asia-Pacific generated USD XXX million in 2025 and remains the center of production, processing and consumption. China leads in mass-market whole and sliced products because its 3.93-million-tonne fresh crop provides extensive processing availability, while Korea and Japan capture higher unit values through gotgam, hoshigaki, anpo-gaki, origin designations and gift presentation. Domestic marketplaces and regional cold chains are also expanding sales of soft semi-dried formats.

North America will grow at an XX% CAGR through 2031, the fastest regional rate. The United States anchors demand through Korean, Chinese and Japanese grocery networks, California farm-direct production and natural-food e-commerce; Canada follows through concentrated urban Asian retail. Sliced sulfur-free products and transparent single-origin positioning are moving the category beyond festival-led purchases.

Europe combines mature dried-fruit consumption with limited persimmon-category awareness. Germany, France and the United Kingdom offer the strongest specialty-retail opportunity, while Italy, Spain and Türkiye provide nearby fresh-fruit and processing capabilities. The Middle East benefits from established preferences for premium dried fruit, and Latin America develops from a smaller base through Brazil's domestic persimmon supply and specialist urban retail.

## Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

| Region                 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | Share 2025 | CAGR |
|------------------------|------|------|------|------|------|------|------------|------|
| Asia-Pacific           | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Europe                 | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| North America          | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Middle East and Africa | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |
| Latin America          | XXX  | XXX  | XXX  | XXX  | XXX  | XXX  | XXX        | XXX  |

Source: XXX

Market value by leading country, USD bn

| Country        | 2025 | 2031 | Share 2025 | CAGR |
|----------------|------|------|------------|------|
| United States  | XXX  | XXX  | XXX        | XXX  |
| Germany        | XXX  | XXX  | XXX        | XXX  |
| United Kingdom | XXX  | XXX  | XXX        | XXX  |
| Belgium        | XXX  | XXX  | XXX        | XXX  |
| Netherlands    | XXX  | XXX  | XXX        | XXX  |
| Japan          | XXX  | XXX  | XXX        | XXX  |
| China          | XXX  | XXX  | XXX        | XXX  |
| Mexico         | XXX  | XXX  | XXX        | XXX  |

Source: XXX

# Dried Persimmon Market Competitive Landscape and Company Share

The market is highly fragmented: the ten largest suppliers controlled XX% of 2025 sales, while thousands of farms, cooperatives, regional processors and traders supplied the balance. Competitive power resides in access to suitable cultivars, consistent drying, grading expertise, origin reputation and importer relationships rather than global advertising scale.

Chinese processors lead export-oriented bulk and value-priced packs, whereas Korean and Japanese suppliers concentrate on premium whole and semi-dried products. Sangju-based suppliers, Katsuragi Anpo Persimmon Processing Association and regional Japanese GI systems use provenance and presentation to defend price, while California producers compete through local, organic and sulfur-free positioning.

Strategic activity centers on cooperative aggregation, controlled-drying capacity, individual wrapping, frozen distribution and direct-to-consumer exports. M&A remains limited because supply is locally embedded, but partnerships between growers, export agents and private-label packers are increasing as retailers seek dependable year-round programs.

## Leading companies

| Company                                                        | HQ  | Est. revenue<br>2025 | Market share<br>2025 | YoY |
|----------------------------------------------------------------|-----|----------------------|----------------------|-----|
| Sangju Dried Persimmon Distribution Center Farming Association | XXX | XXX                  | XXX                  | XXX |
| Katsuragi Anpo Persimmon Processing Association                | XXX | XXX                  | XXX                  | XXX |
| Qingdao Zhaori Foodstuffs Co., Ltd.                            | XXX | XXX                  | XXX                  | XXX |
| Shinnong Agriculture Corporation                               | XXX | XXX                  | XXX                  | XXX |
| Cheongdo Wongam Agricultural Corporation                       | XXX | XXX                  | XXX                  | XXX |
| Gallicchio Frutta                                              | XXX | XXX                  | XXX                  | XXX |
| Burkart Organics                                               | XXX | XXX                  | XXX                  | XXX |
| Zava Ranch                                                     | XXX | XXX                  | XXX                  | XXX |

Source: XXX

# Dried Persimmon Market Forecast and Commercial Opportunities

Global value will rise from USD XXX billion in 2025 to USD XXX billion in 2031. Revenue growth will exceed volume growth as premium semi-dried fruit, small resealable packs, certified organic products and origin-led gifts raise the global average selling price from USD XXX per kilogram to USD XXX per kilogram.

The central forecast assumes continued modernization of Chinese processing, stable Korean and Japanese premium supply, wider Western specialty distribution and disciplined price pass-through during short crops. Faster adoption by mainstream snack aisles would lift the 2031 market above USD XXX billion, while repeated harvest disruption and weak moisture-control performance would hold it near USD XXX billion.

Winning suppliers will combine contracted fruit access with standardized water activity, verified shelf life, clear ingredient claims and packaging adapted to the consumption occasion. Whole fruit will retain cultural and gifting leadership, but sliced and chip formats will deliver the largest incremental revenue because they travel efficiently and require less consumer education.

## Opportunities

- Resealable persimmon chips for mainstream healthy-snack aisles
- Premium geographical-indication and single-origin gift products
- Organic and sulfur-free export lines
- Diced persimmon for bakery, cereal and confectionery applications
- Private-label supply for Asian grocery and natural-food retailers
- Valorization of surplus and off-grade fresh persimmons
- Cold-chain-enabled semi-dried formats with premium texture

This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.