



Global Date Paste Market

Market size, segmentation, competitive landscape and outlook

2021-2031

September 2026

Moving forward, together



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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Indicator	Value
Market size (2025)	USD 0.8 bn
Forecast (2031)	USD 1.4 bn
CAGR (2021-2031)	9.1%
Study period	2021-2031
Largest region	Middle East and Africa · 36.8%
Fastest-growing region	Asia-Pacific · 11.2%
Market concentration	Low
Licence	Individual / Company

The global date paste market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a CAGR of XX%. Food manufacturers are adopting date paste as a clean-label sweetener, binder and filling across bakery, snack bars, confectionery, dairy alternatives and sauces. Middle East and Africa held XX% of 2025 revenue through its integrated date supply base, while Asia-Pacific will record the fastest regional CAGR at XX%. The report quantifies demand by nature, date variety, application, packaging, customer type and geography while assessing price formation, processing capacity and supplier positioning.

Table of contents

1 Introduction and Report Scope

- 1.1 Date Paste Market Definition
- 1.2 Study Scope and Market Boundaries
- 1.3 Currency, Units and Study Period

2 Research Methodology

- 2.1 Secondary Research Programme
- 2.2 Primary Interview Programme
- 2.3 Market Sizing and Triangulation
- 2.4 Forecast Model and Scenario Design

3 Executive Summary

- 3.1 Market Size, Growth and Forecast
- 3.2 Leading Segments and Regions
- 3.3 Strategic Findings and Opportunity Map

4 Global Date Paste Market Trends and Dynamics

- 4.1 Clean-Label and Sugar-Replacement Trends
- 4.2 Market Growth Drivers
- 4.3 Market Restraints
- 4.4 Emerging Opportunities
- 4.5 Porter's Five Forces Analysis
- 4.6 Raw-Material, Processing and Price Analysis

5 Global Date Paste Market Size and Forecast

- 5.1 Historical Market Revenue and Volume, 2021-2025
- 5.2 Market Forecast, 2026-2031
- 5.3 Average Selling Price Outlook
- 5.4 Forecast Scenarios and Sensitivities

6 Date Paste Market by Nature

- 6.1 Conventional Date Paste
- 6.2 Organic Date Paste

7 Date Paste Market by Date Variety

- 7.1 Deglet Noor
- 7.2 Aseel
- 7.3 Khalas
- 7.4 Medjool
- 7.5 Sayer and Mazafati
- 7.6 Other and Blended Varieties

8 Date Paste Market by Application

- 8.1 Bakery and Confectionery
- 8.2 Snack Bars and Functional Nutrition
- 8.3 Spreads, Fillings and Toppings
- 8.4 Dairy and Plant-Based Products
- 8.5 Beverages and Smoothies
- 8.6 Sauces, Dressings and Other Foods

9 Date Paste Market by Packaging and Customer Type

- 9.1 Blocks and Cartons
- 9.2 Pails
- 9.3 Drums and Aseptic Bags
- 9.4 Intermediate Bulk Containers
- 9.5 Retail Jars, Tubs and Pouches
- 9.6 Industrial, Foodservice and Retail Customers

10 Date Paste Market Regional and Country Analysis

10.1 North America

- 10.1.1 United States
- 10.1.2 Canada
- 10.1.3 Mexico
- 10.1.4 Rest of North America

10.2 Europe

- 10.2.1 Germany
- 10.2.2 United Kingdom
- 10.2.3 France
- 10.2.4 Netherlands
- 10.2.5 Italy
- 10.2.6 Spain
- 10.2.7 Rest of Europe

10.3 Asia-Pacific

- 10.3.1 China
- 10.3.2 India
- 10.3.3 Japan
- 10.3.4 Australia
- 10.3.5 South Korea
- 10.3.6 Indonesia
- 10.3.7 Rest of Asia-Pacific

10.4 Middle East and Africa

- 10.4.1 Saudi Arabia

10.4.2 United Arab Emirates

10.4.3 Tunisia

10.4.4 Algeria

10.4.5 Egypt

10.4.6 South Africa

10.4.7 Rest of Middle East and Africa

10.5 Latin America

10.5.1 Brazil

10.5.2 Argentina

10.5.3 Chile

10.5.4 Rest of Latin America

11 Date Paste Market Competitive Landscape

11.1 Market Concentration and Company Share

11.2 Competitive Benchmarking

11.3 Capacity, Certification and Distribution Strategies

11.4 Company Profiles

11.4.1 Al Barakah Dates Factory LLC

11.4.2 Al Foah Company LLC

11.4.3 Bateel International LLC

11.4.4 Hadiklaim Israel Date Growers Cooperative Ltd.

11.4.5 Horchani Dattes

11.4.6 Kartago Dates

11.4.7 Date Lady, Inc.

11.4.8 Joolies LLC

11.4.9 Lion Dates Impex Private Limited

11.4.10 Al Fakhra Date Company Ltd.

12 Regulation, Trade and Supply Chain

12.1 Food Safety and Contaminant Requirements

12.2 Organic and Halal Certification

12.3 International Trade and Origin Analysis

13 Date Paste Market Opportunities and Strategic Outlook

13.1 Application Opportunity Map

13.2 Geographic White-Space Analysis

13.3 Strategic Recommendations

List of tables

Table 1. Global Date Paste Market Snapshot, 2021, 2025 and 2031
Table 2. Leading and Fastest-Growing Date Paste Segments
Table 3. Executive Opportunity and Risk Scorecard
Table 4. Global Date Paste Revenue by Year, 2021-2031
Table 5. Global Date Paste Volume by Year, 2021-2031
Table 6. Date Paste Average Selling Price by Grade, 2021-2031
Table 7. Market Forecast Scenario Assumptions and Outcomes
Table 8. Revenue Growth Decomposition by Volume, Mix and Price
Table 9. Driver Impact, Geography and Time-Horizon Assessment
Table 10. Restraint Impact, Geography and Time-Horizon Assessment
Table 11. Date Paste Raw-Material and Processing Cost Structure
Table 12. Porter's Five Forces Assessment for Date Paste
Table 13. Date Paste Revenue and Volume by Nature, 2021-2031
Table 14. Date Paste Revenue and Volume by Date Variety, 2021-2031
Table 15. Date Paste Revenue and Volume by Application, 2021-2031
Table 16. Date Paste Revenue and Volume by Packaging Format, 2021-2031
Table 17. Date Paste Revenue and Volume by Customer Type, 2021-2031
Table 18. Segment Share, CAGR and Incremental Revenue Ranking
Table 19. Application Requirements by Brix, Color, Texture and Pack Type
Table 20. North America Date Paste Market by Country, 2021-2031
Table 21. Europe Date Paste Market by Country, 2021-2031
Table 22. Asia-Pacific Date Paste Market by Country, 2021-2031
Table 23. Middle East and Africa Date Paste Market by Country, 2021-2031
Table 24. Latin America Date Paste Market by Country, 2021-2031
Table 25. Country Opportunity Ranking by Growth, Scale and Import Accessibility
Table 26. Leading Date Paste Suppliers: Share, Headquarters and Footprint
Table 27. Competitive Benchmark by Nature, Variety, Pack Format and Certification
Table 28. Al Barakah Dates Factory LLC Company Profile
Table 29. Al Foah Company LLC Company Profile
Table 30. Bateel International LLC Company Profile
Table 31. Hadiklaim Israel Date Growers Cooperative Ltd. Company Profile
Table 32. Horchani Dattes Company Profile
Table 33. Kartago Dates Company Profile
Table 34. Date Lady, Inc. Company Profile
Table 35. Joolies LLC Company Profile

Table 36. Lion Dates Impex Private Limited Company Profile

Table 37. Al Fakhra Date Company Ltd. Company Profile

Table 38. Date Paste Regulatory Requirements by Major Market

Table 39. Date Paste Certification and Buyer-Qualification Matrix

Table 40. Date Fruit Trade Proxy by Leading Exporting and Importing Country

Table 41. Date Paste Opportunity Matrix by Segment, Region and Timing

Table 42. Strategic Priorities for Producers, Distributors and Investors

Table 43. Forecast Sensitivity to Raw-Date Prices and Adoption Rates

Table 44. Market value by year, USD bn

Table 45. Year-over-year value change

Table 46. Drivers — impact on forecast

Table 47. Restraints — impact on forecast

Table 48. Value by nature, USD bn

Table 49. Value by date Variety, USD bn

Table 50. Value by application, USD bn

Table 51. Value by packaging Format, USD bn

Table 52. Value by customer Type, USD bn

Table 53. Market value by region, USD bn

Table 54. Market value by leading country, USD bn

Table 55. Leading companies

List of figures

- Figure 1. Global Date Paste Market Value, 2021-2031
- Figure 2. Date Paste Market Revenue Share by Region, 2025
- Figure 3. Global Date Paste Revenue and Volume Growth, 2021-2031
- Figure 4. Date Paste Average Selling Price Index, 2021-2031
- Figure 5. Date Paste Market Forecast by Base, Accelerated and Pressure Scenarios
- Figure 6. Date Paste Driver Impact on Forecast CAGR
- Figure 7. Date Paste Restraint Impact by Forecast Horizon
- Figure 8. Date Paste Market Share by Nature, 2025
- Figure 9. Date Paste Market Share by Application, 2025
- Figure 10. Date Paste Revenue by Packaging Format, 2025 and 2031
- Figure 11. Date Paste CAGR by Date Variety, 2025-2031
- Figure 12. Date Paste Revenue by Region, 2021-2031
- Figure 13. Regional Date Paste Market Share, 2025 and 2031
- Figure 14. Date Paste Regional CAGR, 2025-2031
- Figure 15. Global Date Paste Company Revenue Share, 2025
- Figure 16. Supplier Positioning by Scale and Product Specialization
- Figure 17. Competitive Concentration Trend, 2021-2031
- Figure 18. Date-Paste Supply Chain from Orchard to End Use
- Figure 19. Incremental Date Paste Revenue by Application, 2025-2031
- Figure 20. Opportunity Attractiveness by Segment and Region
- Figure 21. Value share by nature, 2025
- Figure 22. Value share by application, 2025
- Figure 23. Growth rate by region, 2025-2031

Executive summary

The global date paste market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a CAGR of XX%. Food manufacturers are adopting date paste as a clean-label sweetener, binder and filling across bakery, snack bars, confectionery, dairy alternatives and sauces. Middle East and Africa held XX% of 2025 revenue through its integrated date supply base, while Asia-Pacific will record the fastest regional CAGR at XX%. The report quantifies demand by nature, date variety, application, packaging, customer type and geography while assessing price formation, processing capacity and supplier positioning.

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

Key findings

- Global date paste revenue reached USD XXX billion in 2025 and will reach USD XXX billion in 2031.
- Industrial food ingredients represented XX% of 2025 market value, reflecting date paste's primary role in formulated foods.
- Bakery and confectionery accounted for XX% of 2025 demand, supported by fillings, biscuits, maamoul and sugar-reduction reformulation.
- Conventional date paste retained XX% of market value, while organic products will grow at a XX% CAGR through 2031.
- Middle East and Africa generated XX% of global revenue in 2025; Asia-Pacific will grow fastest at an XX% CAGR.
- Saudi Arabia produced more than XXX tonnes of dates in 2024 and exported SAR XXX of dates to 133 countries, according to the National Center for Palms & Dates.
- Saudi date exports increased XX% in value during 2024 and reached SAR XXX in 2025, according to the National Center for Palms & Dates.
- Al-Ahsa Food Industries disclosed installed output of approximately 17 tonnes of date paste per day and refrigerated storage capacity of XXX tonnes.

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 Date Paste Market Trends and Growth Drivers

Date paste sits at the intersection of three durable food-industry themes: sugar reduction, clean-label formulation and fruit-based functionality. Its commercial advantage is broader than sweetness because the ingredient also provides binding, moisture retention, texture and caramel color, allowing manufacturers to remove several conventional inputs from selected recipes.

Supply economics remain closely tied to the date harvest and to processors' ability to monetize fruit that does not meet whole-date appearance standards. Modern pitting, sorting, cold storage and aseptic systems are converting this raw-material advantage into consistent industrial grades, raising the value captured in date-producing economies.

The competitive frontier is shifting from generic paste toward specification-led products. Buyers increasingly differentiate suppliers by cultivar, Brix, moisture, water activity, color, particle size, pit-control validation, organic status and delivery format, creating a widening margin gap between qualified ingredient partners and spot-market traders.

Growth drivers

Clean-label sugar replacement accelerates

Manufacturers are replacing refined sugar, caramel and glucose syrup with recognizable fruit ingredients that provide sweetness, body and binding in a single input. Date paste is especially effective in bars, cookies, fillings and plant-based products where its fiber-bearing fruit matrix supports short ingredient declarations and a premium positioning.

Functional snack production expands

Energy bars, protein bites and children's snacks use date paste as both a sweetener and a cohesive binder, reducing the need for separate syrups. The mechanism improves fastest in markets where active-lifestyle products, convenience retail and direct-to-consumer nutrition brands are scaling simultaneously.

Plant-based formulations broaden demand

Date paste provides viscosity, caramel notes and sweetness in dairy-free desserts, oat-based products and vegan bakery without animal-derived binders. Product developers are increasingly specifying lighter-color and smoother-milled grades to extend use beyond visibly fruit-based recipes.

Processing-grade date utilization rises

Date-producing countries are investing in grading, pitting, cold storage and derivative manufacturing that converts small, soft or cosmetically imperfect fruit into saleable ingredients. This raises orchard realization, reduces food loss and gives paste processors a deeper raw-material pool than premium whole-date channels.

Industrial functionality supports reformulation

Beyond sweetness, date paste supplies moisture retention, chew, solids and natural color, allowing formulators to simplify recipes. Suppliers that control moisture, water activity, particle size and Brix can win repeat industrial contracts because production consistency is more valuable than spot-market pricing alone.

Producer-country exports become more sophisticated

Saudi Arabia, Tunisia, the United Arab Emirates and other origins are shifting export promotion toward processed date ingredients and branded value-added products. Better certification, digital trade development and destination-market warehousing shorten qualification cycles for overseas manufacturers.

Restraints

Raw-date variability raises processing costs

Cultivar, harvest maturity, storage conditions and crop moisture create measurable variation in color, flavor, viscosity and yield. Processors must blend lots, condition fruit and maintain refrigerated inventories to deliver standardized industrial specifications throughout the year.

Commodity sweeteners retain a cost advantage

Sugar, glucose syrup and invert syrup remain cheaper per unit of sweetness in high-volume mainstream foods. Date paste adoption therefore concentrates in premium, natural and function-led formulations where label value and binding performance justify the price differential.

Pit control complicates industrial qualification

Hard pit fragments can damage equipment and create consumer-safety exposure, making detection and removal a critical supplier qualification criterion. Investments in optical sorting, metal detection, filtration and documented hazard-control systems increase entry costs but favor professional processors.

Flavor and color limit neutral applications

Date paste's brown color and caramel-fruit profile can dominate lightly flavored beverages, white bakery products and delicate dairy alternatives. Lighter cultivars and decolorized derivatives expand the addressable space, but direct substitution remains easier in cocoa, caramel, spice and wholegrain formulations.

Date Paste Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Clean-label sugar replacement accelerates	XXX	XXX	XXX
Functional snack production expands	XXX	XXX	XXX
Plant-based formulations broaden demand	XXX	XXX	XXX
Processing-grade date utilization rises	XXX	XXX	XXX
Industrial functionality supports reformulation	XXX	XXX	XXX
Producer-country exports become more sophisticated	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Raw-date variability raises processing costs	XXX	XXX	XXX
Commodity sweeteners retain a cost advantage	XXX	XXX	XXX
Pit control complicates industrial qualification	XXX	XXX	XXX
Flavor and color limit neutral applications	XXX	XXX	XXX

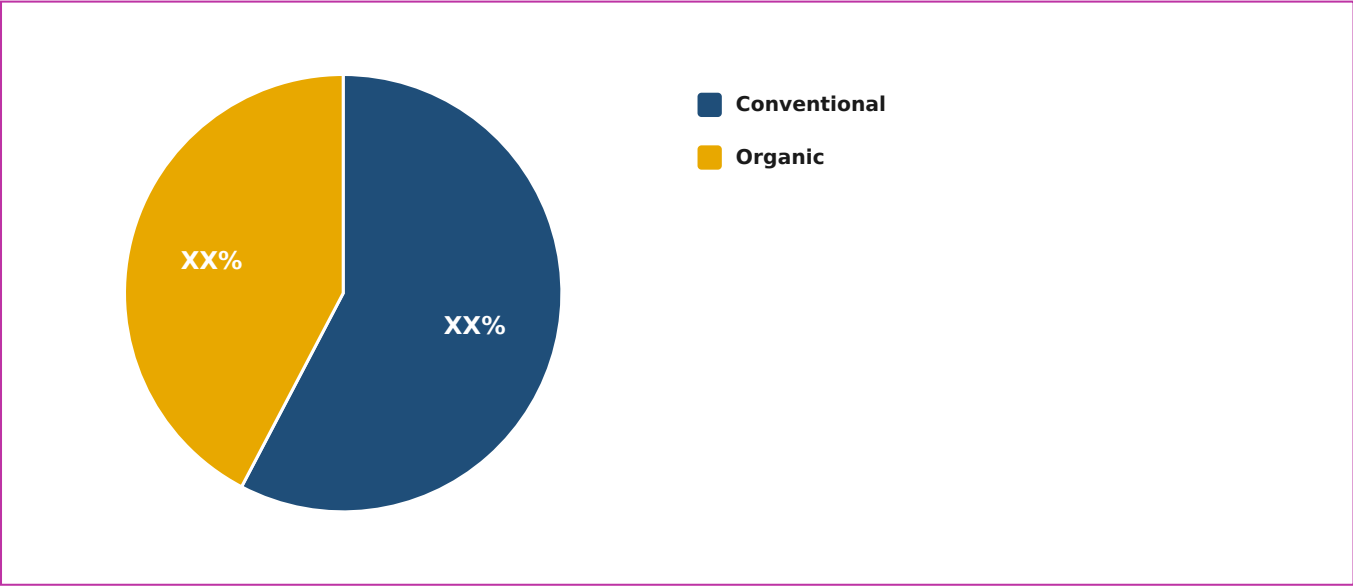
Source: XXX

Date Paste Market Segmentation by Nature, Application and Packaging

By Nature

Conventional paste dominates high-volume bakery, confectionery and traditional sweets because it offers broad cultivar availability and competitive pricing. Organic demand is expanding more rapidly in North American and European snack, baby-food and natural-retail channels, where certification and traceability support higher selling prices.

Value share by nature, 2025



Source: XXX

Value by nature, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Organic	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Date Variety

Deglet Noor leads because Tunisia and Algeria support scalable export supply, a relatively light color and established organic certification. Aseel is cost-effective for industrial processing, while Medjool and Khalas pastes occupy premium positions based on flavor, provenance and consumer recognition. Blended and other varieties help processors balance color, texture and seasonal cost.

Value by date Variety, USD bn

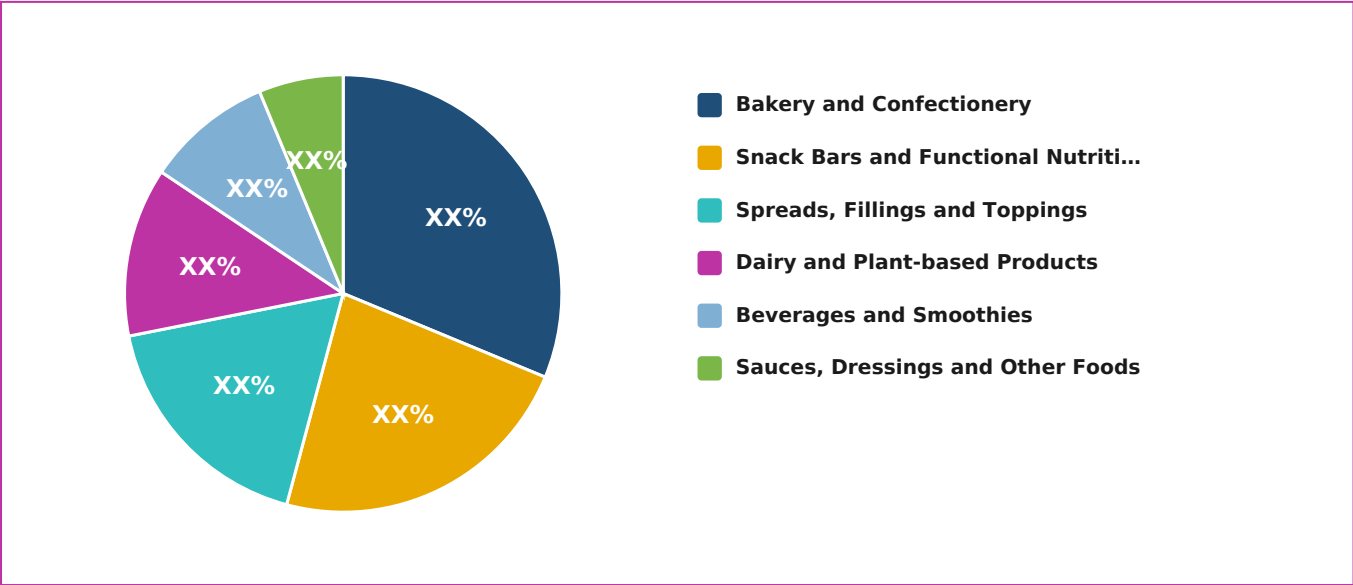
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Deglet Noor	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Aseel	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Khalas	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Medjool	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Sayer and Mazafati	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other and Blended Varieties	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Bakery and confectionery remain the core applications through date-filled biscuits, maamoul, pastries, cookies and caramel-style centers. Snack and nutrition products are the principal growth engine because date paste supplies sweetness, binding and chew in one ingredient. Dairy alternatives, smoothies and sauces form a smaller but rapidly developing application cluster requiring smoother, standardized grades.

Value share by application, 2025



Source: XXX

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Bakery and Confectionery	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Snack Bars and Functional Nutrition	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Spreads, Fillings and Toppings	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Dairy and Plant-based Products	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Beverages and Smoothies	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Sauces, Dressings and Other Foods	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Packaging Format

Blocks, pails and drums dominate because most date paste is consumed by industrial food manufacturers. Aseptic drums and intermediate bulk containers will expand fastest as beverage, dairy-alternative and multinational bakery users demand longer shelf life and closed-system handling. Retail jars and pouches serve household baking, spreads and specialty natural-food channels.

Value by packaging Format, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Blocks and Cartons	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pails	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Drums and Aseptic Bags	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Intermediate Bulk Containers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Retail Jars, Tubs and Pouches	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Customer Type

Industrial buyers dominate purchasing through annual contracts, distributor agreements and spot tenders tied to crop availability. Foodservice demand centers on bakeries, cafés and dessert producers in date-consuming markets. Retail and household products remain smaller but generate stronger unit margins through organic, baking and natural-sweetener positioning.

Value by customer Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Industrial Food Manufacturers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice and Artisan Producers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Retail and Household	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

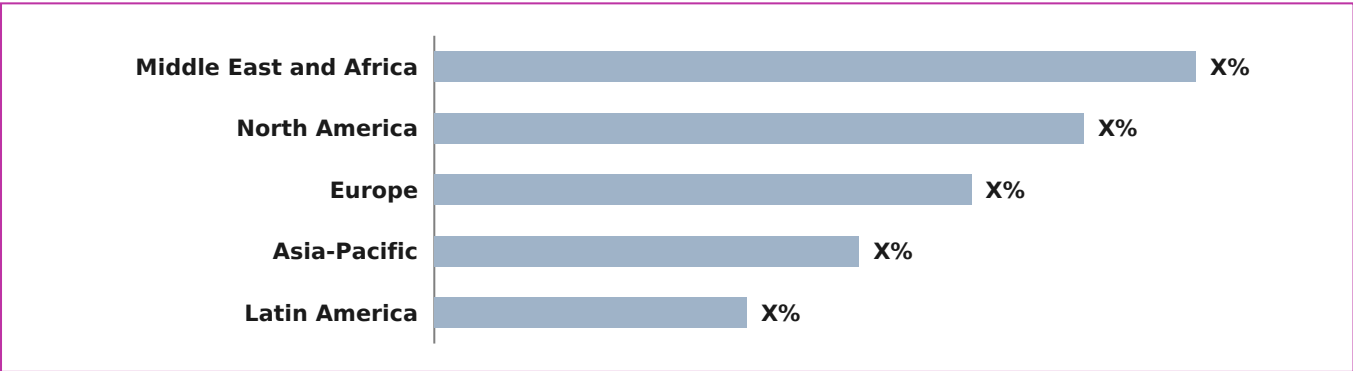
Date Paste Market Regional Analysis and Country Outlook

Middle East and Africa held XX% of global date paste revenue in 2025, anchored by vertically integrated date supply in Saudi Arabia, the United Arab Emirates, Tunisia, Algeria and Egypt. Regional processors benefit from proximity to processing-grade fruit, established consumption in bakery and confectionery, and export infrastructure designed around dates. Saudi Arabia is strengthening this position through export promotion, certification and investment in derivative capacity.

North America ranked second by value as date paste moved deeper into nutrition bars, natural bakery, children's snacks and direct-to-consumer pantry products. The United States commands the region through high-value organic demand and extensive use by emerging food brands, while importers increasingly maintain local inventory of drums and pails to serve shorter production runs.

Asia-Pacific will register the fastest CAGR at XX% through 2031. India combines a large processed-food base with growing date imports, while Australia has an advanced natural-snack category and China offers scale in bakery, beverage and online health-food retail. European growth will remain certification-led, with Germany, the United Kingdom, France and the Netherlands serving as major organic and ingredient-distribution markets.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

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

Date Paste Market Competitive Landscape and Company Share

The date paste market is fragmented, with the ten leading suppliers accounting for XX% of 2025 revenue. Competition spans vertically integrated Gulf date processors, North African exporters, Pakistani and Iranian origin specialists, and North American organic ingredient brands. Scale alone does not determine leadership because industrial buyers qualify suppliers against pit control, microbiology, Brix, color, cultivar, certification and logistical reliability.

Al Barakah Dates Factory, Al Foah, Bateel, Hadiklaim, Joolies, Date Lady, Lion Dates, Horchani Dattes and regional ingredient specialists compete through different combinations of farm access, processing capacity, organic certification and destination-market inventory. Vertically integrated operators have the strongest procurement resilience, while specialist brands achieve higher realization through organic, retail and application-specific formats.

Strategic investment is shifting toward automated pitting, optical sorting, aseptic packing, cold storage and fruit-derivative lines. Partnerships with food formulators and distributors are becoming more important than undifferentiated bulk exports, and the most defensible suppliers will offer specification consistency, traceability and technical assistance across multiple date-derived ingredients.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Al Barakah Dates Factory LLC	XXX	XXX	XXX	XXX
Al Foah Company LLC	XXX	XXX	XXX	XXX
Bateel International LLC	XXX	XXX	XXX	XXX
Hadiklaim Israel Date Growers Cooperative Ltd.	XXX	XXX	XXX	XXX
Horchani Dattes	XXX	XXX	XXX	XXX
Kartago Dates	XXX	XXX	XXX	XXX
Date Lady, Inc.	XXX	XXX	XXX	XXX
Joolies LLC	XXX	XXX	XXX	XXX
Lion Dates Impex Private Limited	XXX	XXX	XXX	XXX
Al Fakhra Date Company Ltd.	XXX	XXX	XXX	XXX

Source: XXX

Date Paste Market Forecast, Scenarios and Opportunities

Global date paste revenue will rise from USD XXX billion in 2025 to USD XXX billion in 2031 as the category gains share from refined sweeteners and conventional fruit fillings. Volume growth will be strongest in snack bars and industrial bakery, while value growth will be amplified by organic certification, aseptic packaging and tighter application specifications.

The central forecast assumes continuing processed-food reformulation, adequate date harvests and gradual normalization of industrial specifications. An accelerated clean-label scenario lifts 2031 revenue to USD XXX billion, while a raw-material and price-pressure scenario produces USD XXX billion. Organic paste, lighter-color grades and controlled-viscosity products remain the fastest-value pools across all scenarios.

Winning suppliers will combine origin economics with destination-market service. Refrigerated raw-material storage, validated pit-detection systems, consistent Brix and water activity, recognized food-safety certification and regional inventories will determine access to multinational accounts. Investment opportunities are strongest in value-added processing near orchards and technical distribution near North American, European and Asian customers.

Opportunities

- Application-specific pastes standardized by Brix, color and particle size
- Organic and regenerative date supply chains
- Private-label retail spreads and baking ingredients
- Aseptic bulk supply for beverage and dairy-alternative manufacturers
- Upcycling cosmetically imperfect dates into premium ingredients
- Localized processing hubs in India, Southeast Asia and North America

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.