

MSU Product Center

For Agriculture and Natural Resources

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Dried vegetables - Overview

Products included in the product line

- For the purpose of this report, this product line includes dried vegetables (e.g., sun dried tomato, dried pepper, etc.).

General market trend and information

- The market for dried vegetables is very fragmented. New products that are entering the market as plain dried vegetables are very few. Rather this product is used as an ingredient in many other new food products.
- In 2003, sales of dried vegetables through supermarkets, mass merchandise stores and food service outlets stood at \$1.915 billion. The overall market does not appear to grow, maybe partly due to lack of in-store promotion and media attention on the health, flavor and convenience benefits of these products.

New product trends

- New products in this product line include both plain dried vegetables and dried vegetable-containing food products that entered the market in recent years.
- Most of the dried vegetables are coming as mixes of dried vegetables or as a range of freeze-dried vegetables that recover their original shape when boiled or thawed.
- New dried vegetable-containing products include prepared meals, dry soups, side dishes, spreads, snacks, dairy products, sauces and seasonings, baked items, and baby foods. Of all these products, soups, side dishes and prepared meals appear to be the leading products in terms of the number of products that entered the market in recent years.
- Dried vegetable-containing dips are also on the rise. Some of the dried vegetable containing products claim to be healthy, natural, cholesterol free, etc.
- Convenience has also been given some importance in creating these products. There are, for example, some single-serve products.

Manufacturing and distribution issues

- The market for these products is very fragmented and their appearance in mainstream retail stores is not widespread and organized. It appears that supermarkets do not have well established approaches as to where to shelve dried vegetables. Currently the products appear scattered within the food department and consumers find them in different sections including the fresh produce, sauces and seasonings and canned or jarred product sections. Dried vegetables could benefit from this multiple positioning.

Overall assessment of opportunities

- Suppliers of dried vegetables will have selective product development opportunities as these products continue to have fragmented market outlets and selective use for the consumer.

Sources

Mintel, Global New Product Database. <http://www.gnpd.com>.