AMAZON.COM · LIVE DATA

HOW FREEZE-DRIED FRUIT SELLS ON AMAZON TODAY

We read about 280 listings from Amazon's search results for "freeze dried fruit", "freeze dried strawberries" and "freeze dried fruit variety pack". The sales figures are **Amazon's own "bought in past month" numbers**, which are rounded down, so every figure here is a minimum.

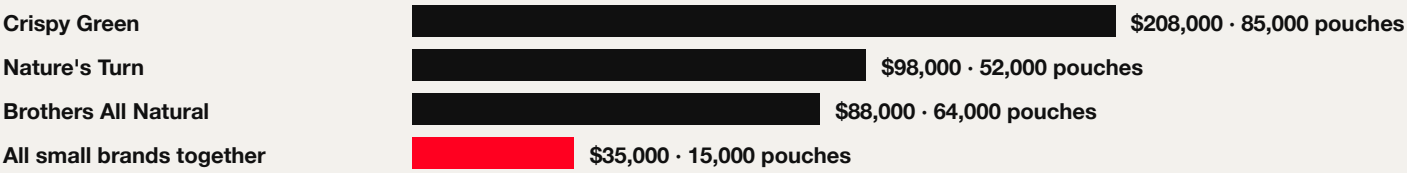
$430,000
a month: single-serve freeze-dried fruit packs on Amazon, at minimum

215,000
pouches a month sold by the brands we could see

$1.37–2.50
what shoppers pay per pouch from the three leaders

0
single-serve peach or melon pouches in the results we read

SALES A MONTH BY BRAND (SINGLE-SERVE PACKS, MINIMUM)



BEST-SELLING LISTINGS

LISTING	PRICE	PER POUCH	POUCH	BOUGHT / MONTH
Crispy Green Strawberry, 12 pack	**$29.99**	**$2.50**	**12 g**	**2,000+**
Crispy Green Mango, 12 pack	**$29.99**	**$2.50**	**18 g**	**1,000+**
Crispy Green Favorite Flavors, 16 pack	**$36.29**	**$2.27**	**mixed**	**1,000+**
Nature's Turn Lunchbox Variety, 15 bags	**$24.99**	**$1.67**	**10 g**	**1,000+**
Brothers All Natural Variety, 24 bags	**$32.99***	**$1.37**	**10–12 g**	**1,000+**
New brands with under 100 reviews (4 examples)	**$18.99–29.99**	**$1.50–3.37**	**12–17 g**	**100–300 each**

* Price of this listing was not visible on the saved page; taken from earlier research. Revenue = units × shelf price. Mid-November, before the holiday peak.

WHAT IT MEANS FOR EREM

- **The price is proven.** 12 pouches for $27.99–29.99 is what the leader charges today.
- **Erem gives more fruit.** 25 g against 10–18 g: about $2.65 an ounce against $4–6 for Crispy Green.
- **Peach and melon are open.** We found none sold in single pouches (search demand on page 2).

WHAT TO EXPECT

- **Year 1:** a new brand sells 100–300 packs a month per listing. With 3–5 listings: 3,600–9,600 pouches a month.
- **Years 3–5:** 20,000–30,000 pouches a month on Amazon is realistic; the rest comes from stores.
- **A second market:** large 5–20 oz bags sell as much again and have no strong brand.

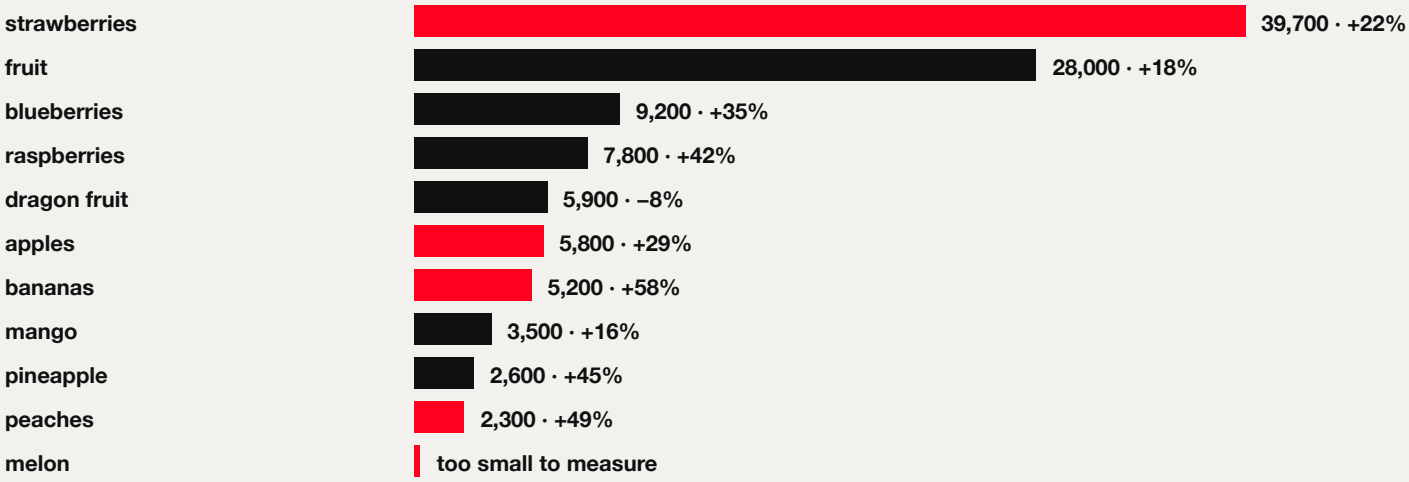
Source: Amazon.com search results, 17 November 2026

AMAZON.COM · WHAT SHOPPERS SEARCH FOR

WHAT AMERICANS TYPE INTO AMAZON

Estimated searches a month on Amazon.com, from the research tool Helium 10. Red bars are Erem's flavors. **Erem's five flavors together are searched about 53,000 times a month**; strawberry, apple, banana and peach are all growing.

SEARCHES A MONTH FOR "FREEZE DRIED ..." (CHANGE IN SEARCH VOLUME)



WHAT IT TELLS US

- **Strawberry is the engine.** It is searched more than "freeze dried fruit" itself. Erem needs a strong strawberry listing.
- **Peach is an open niche.** Demand is up 49% and it has the fewest competing products of any fruit (about 430).
- **Melon is unknown.** Nobody searches for it yet, so it sells inside the variety pack as the new flavor, not alone.

HOW WE USE IT

- **Line-up:** variety 12-pack first, then strawberry, apple, banana and peach as single flavors.
- **Listing words:** healthy snack, kids, lunch box, no sugar added, crispy, individual packs.
- **Bigger doors:** "fruit snacks" (135,000 searches) and "healthy snacks" (160,000) through advertising, as the leaders do.

Brand searches are small. "Crispy Green freeze dried fruit" gets about 1,000 searches a month, Brothers about 800, Nature's Turn about 650. Shoppers search for the fruit, not the brand, so a new brand with a good listing can win the click.

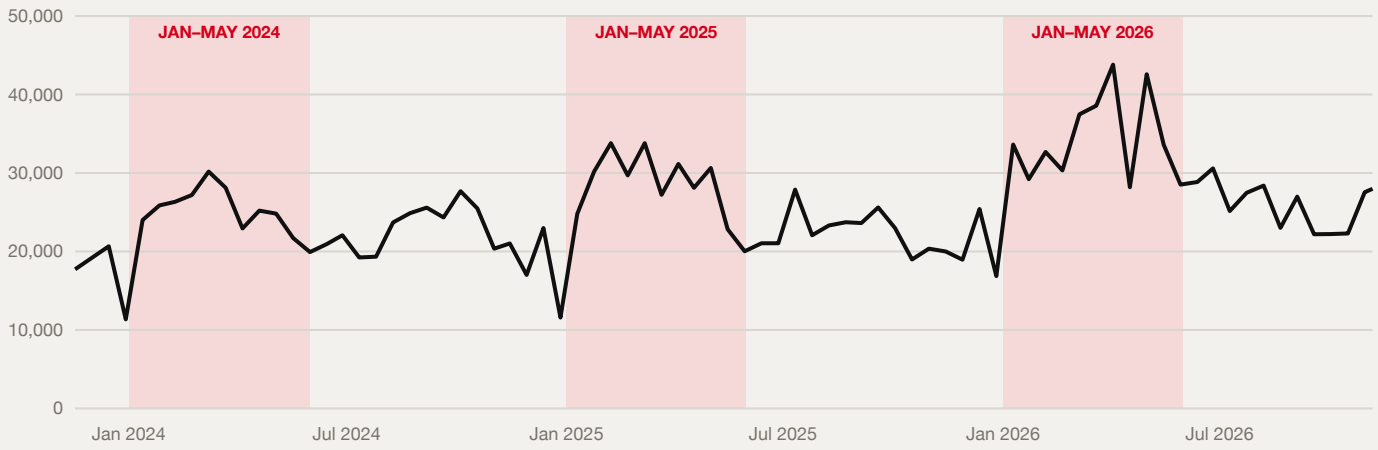
Source: Helium 10 estimates, U.S. marketplace, 17 November 2026

AMAZON.COM · THREE YEARS OF SEARCH HISTORY

WHEN AMERICANS BUY, AND WHAT IS NEW FOR THEM

Searches for "freeze dried fruit" on Amazon over the last three years. **The season runs from January to May, and every year's peak is higher than the last.**

SEARCHES FOR "FREEZE DRIED FRUIT", NOVEMBER 2023 TO NOVEMBER 2026



Jan–May
the strong season: searches jump in early January and stay high through spring

+45%
growth of the spring peak in two years: about 30,000 in 2024, 34,000 in 2025, 44,000 in 2026

March 2027
when a first shipment can land if FDA registration is done by December 31: inside the season

WHAT IT MEANS FOR TIMING

- **Be on the shelf by January.** Stock in the U.S. warehouse and listings live before the season starts.
- **Summer and autumn are 25–35% quieter.** Good months for building reviews and opening stores.
- **The first full container** should arrive before January 2028.

THE MELON: EREM'S OWN FLAVOR

- **Nobody sells it here.** We found no single-serve freeze-dried melon on Amazon, and nobody searches for it yet.
- **Americans know the taste.** They eat cantaloupe and honeydew fresh, so melon is familiar, only new in this form.
- **Only Erem has the story.** A country famous for its melons, with its own national Melon Day.

How we would launch the melon: inside the variety pack as "the flavor you have not tried", and through video creators, store sampling and trade shows, where people discover by tasting. A melon-only pack follows once the brand has reviews. First step: samples of your melon varieties for a taste test with American shoppers.

Source: Helium 10 estimates, U.S. marketplace, 17 November 2026

BEYOND AMAZON · TWO MORE ONLINE SHELVES

WALMART AND TIKTOK SHOP: ROOM FOR A NEW BRAND

Amazon is the biggest online shelf, but not the only one. **Walmart.com has about one-twentieth of Amazon's competition, and on TikTok Shop only one freeze-dried fruit brand is really selling.**

WALMART.COM: COMPETING PRODUCTS PER SEARCH

SEARCH	WALMART	AMAZON
freeze dried fruit	**440**	**8,000+**
freeze dried strawberries	**104**	**1,000+**
freeze dried fruit variety pack	**77**	**1,000+**
freeze dried apples	**59**	**760**
freeze dried peaches	**24**	**426**

- **Few sellers.** A good listing is seen much faster than on Amazon.
- **Walmart's own brand, Great Value, leads.** Shoppers there compare prices closely.
- **They call it "fruit crisps".** Our Walmart listing will use that word.

TIKTOK SHOP: UNITS SOLD IN THE LAST 7 DAYS



- **One brand has the channel.** It works with 277 video creators and sells about 2,000 orders a week.
- **The Amazon leaders are almost absent.** One sells about 13 packs a week.
- **Sales follow creators.** Products with no videos sell next to nothing.

HOW EREM USES EACH SHELF

SHELF	WHEN	HOW
Amazon	Months 2–4	First and main shelf: variety 12-pack, then strawberry, apple, banana and peach.
TikTok Shop	Months 3–6	Creator programme: free samples and a commission per sale. The melon is the story to tell on video.
Walmart.com	Months 6–12	Opens once we have a sales record. Listed as "fruit crisps", priced to stand next to Great Value.

What we need from the factory for these two: for TikTok Shop, long shelf life on arrival (about nine months remaining) and samples for creators; for Walmart, a price that works beside a store brand and, later, a food-safety certificate for Walmart stores.

Walmart figures are counts of competing products per search. TikTok figures are for the search "freeze dried fruit" in Food & Beverages; only the first page of results was read. All are tool estimates.

Source: Helium 10 estimates, U.S., 17 November 2026