

Coconut Products Market by Type (Coconut Water, Coconut Oil, Coconut Milk, Dried Coconut Products, and Others), Application (Food, Beverage, Cosmetics, and Others), and Form (Solid and Liquid): Global Opportunity Analysis and Industry Forecast, 2019-2026

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Abstracts

Coconut is a versatile product and has multiple health benefits. Furthermore, products derived from coconut have multiple applications in food & beverage and cosmetics industries. The global coconut products market was valued at \$11.5 billion in 2018 and is anticipated to reach \$31.1 billion by 2026, with a CAGR of 13.6% during the forecast period. Increase in demand for coconut products such as coconut milk, coconut water, and desiccated coconut in the food & beverage industry is one of the major factors that drives the market globally. Food & beverages and cosmetics product manufacturers have invested a lot in R&D to utilize coconut products to enhance characteristics, taste, or nutritional value of their products.

Consumers are actively focused toward fitness and health. Active and health conscious consumers have shifted their preference toward natural alternatives to caffeinated and sugar-based energy drinks. Hence, the demand for coconut water as a natural energy drink is growing rapidly due to its nutritional properties such as electrolytes and nutrients. Coconut oil is beneficial for hair and skin and hence, is widely used in range of cosmetic and personal care products such as hair oils and soaps. The rise in demand for coconut oil in the cosmetics industry is likely to drive the market for coconut products globally.

Coconut milk is widely used in cosmetic and food & beverage industries. It is also widely

used as an effective alternative to dairy products. It has become increasingly popular, owing to its high nutrient content, which is beneficial for skin and hair and hence, is likely to experience high growth in the future. Desiccated coconut is used as a substitute for grated coconut in various food preparations like curries and baked food.

Products like copra, coconut chips, coconut squash, and coconut vinegar find application mainly in the food and beverage industry as a have gained popularity worldwide. Coir is widely used for making ropes, floor mats, brushes, doormats, and mattresses in Asian countries

The coconut products market is segmented on the basis of type, application, form, and region. By type, it is categorized into coconut water, coconut oil, coconut milk, dried coconut products, and others. By application, it is divided into food, beverage, cosmetics, and others. By form, it is bifurcated into solid and liquid. Region wise, it is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, the UK, Italy, the Netherlands, and Rest of Europe), Asia-Pacific (India, Indonesia, China, the Philippines, South Korea, Vietnam, Malaysia, and Rest of Asia-Pacific), and LAMEA (the Middle East, Latin America, and Africa).

The key players profiled in this report include The Coconut Company (UK) Ltd., Marico Ltd., Vita Coco, Sambu Group, Metshu exports (pvt) ltd, Cocomate, Klassic Coconut, Cocotana Coconut Products, Universal Coco Indonesia, and Thai Coconut Public Company Limited.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global coconut products market, with current and future trends to elucidate the imminent investment pockets in the market.

Current and future trends are outlined in the report to determine the overall market attractiveness and single out profitable trends to gain a stronger foothold in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis of the current market and estimation for the same from 2018 to 2026 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as, threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights the business practices followed by the leading market players across various regions.

KEY MARKET SEGMENTATION

By Type

Coconut Water

Coconut Oil

Coconut Milk

Dried Coconut Products

Others

By Application

Food

Beverage

Cosmetics

Others

By Form

Solid

Liquid

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Netherlands

Italy

Rest of Europe

Asia-Pacific

India

Indonesia

China

Philippines

South Korea

Vietnam

Malaysia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools And Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Cxo Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition And Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter'S Five Forces Analysis
 - 3.3.1. Bargaining Power Of Suppliers
 - 3.3.2. Threat Of New Entrants
 - 3.3.3. Threat Of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power Among Buyers
- 3.4. Market Share Analysis/Top Player Positioning
- 3.5. Market Dynamics
 - 3.5.1. Drivers
 - 3.5.2. Restraints
 - 3.5.3. Opportunities

CHAPTER 4: COCONUT PRODUCTS MARKET BY TYPE

- 4.1. Overview
- 4.2. Coconut Water
 - 4.2.1. Key Market Trends, Growth Factors And Opportunities

- 4.2.2. Market Size And Forecast By Region
- 4.2.3. Market Analysis By Country
- 4.3. Coconut Oil
 - 4.3.1. Key Market Trends, Growth Factors And Opportunities
 - 4.3.2. Market Size And Forecast By Region
 - 4.3.3. Market Analysis By Country
- 4.4. Coconut Milk
 - 4.4.1. Key Market Trends, Growth Factors And Opportunities
 - 4.4.2. Market Size And Forecast By Region
 - 4.4.3. Market Analysis By Country
- 4.5. Dried Coconut Products
 - 4.5.1. Key Market Trends, Growth Factors And Opportunities
 - 4.5.2. Market Size And Forecast By Region
 - 4.5.3. Market Analysis By Country
- 4.6. Others
 - 4.6.1. Key Market Trends, Growth Factors And Opportunities
 - 4.6.2. Market Size And Forecast By Region
 - 4.6.3. Market Analysis By Country

CHAPTER 5: COCONUT PRODUCTS MARKET BY APPLICATION

- 5.1. Overview
- 5.2. Food
 - 5.2.1. Key Market Trends, Growth Factors And Opportunities
 - 5.2.2. Market Size And Forecast By Region
 - 5.2.3. Market Analysis By Country
- 5.3. Beverages
 - 5.3.1. Key Market Trends, Growth Factors And Opportunities
 - 5.3.2. Market Size And Forecast By Region
 - 5.3.3. Market Analysis By Country
- 5.4. Cosmetics
 - 5.4.1. Key Market Trends, Growth Factors And Opportunities
 - 5.4.2. Market Size And Forecast By Region
 - 5.4.3. Market Analysis By Country
- 5.5. Others
 - 5.5.1. Key Market Trends, Growth Factors And Opportunities
 - 5.5.2. Market Size And Forecast By Region
 - 5.5.3. Market Analysis By Country

CHAPTER 6: COCONUT PRODUCTS MARKET BY FORM

6.1. Overview

6.2. Solid

6.2.1. Key Market Trends, Growth Factors And Opportunities

6.2.2. Market Size And Forecast By Region

6.2.3. Market Analysis By Country

6.3. Liquid

6.3.1. Key Market Trends, Growth Factors And Opportunities

6.3.2. Market Size And Forecast By Region

6.3.3. Market Analysis By Country

CHAPTER 7: COCONUT PRODUCTS MARKET BY REGION

7.1. Overview

7.2. North America

7.2.1. Key Market Trends And Opportunities

7.2.2. Market Size And Forecast By Type

7.2.3. Market Size And Forecast By Application

7.2.4. Market Size And Forecast By Form

7.2.5. Market Size And Forecast By Country

7.2.6. U.S. Coconut Products Market

7.2.6.1. Market Size And Forecast By Type

7.2.6.2. Market Size And Forecast By Application

7.2.6.3. Market Size And Forecast By Form

7.2.7. Canada Coconut Products Market

7.2.7.1. Market Size And Forecast By Type

7.2.7.2. Market Size And Forecast By Application

7.2.7.3. Market Size And Forecast By Form

7.2.8. Mexico Coconut Products Market

7.2.8.1. Market Size And Forecast By Type

7.2.8.2. Market Size And Forecast By Application

7.2.8.3. Market Size And Forecast By Form

7.3. Europe

7.3.1. Key Market Trends And Opportunities

7.3.2. Market Size And Forecast By Type

7.3.3. Market Size And Forecast By Application

7.3.4. Market Size And Forecast By Form

7.3.5. Market Size And Forecast By Country

- 7.3.6. Germany Coconut Products Market
 - 7.3.6.1. Market Size And Forecast By Type
 - 7.3.6.2. Market Size And Forecast By Application
 - 7.3.6.3. Market Size And Forecast By Form
- 7.3.7. Uk Coconut Products Market
 - 7.3.7.1. Market Size And Forecast By Type
 - 7.3.7.2. Market Size And Forecast By Application
 - 7.3.7.3. Market Size And Forecast By Form
- 7.3.8. France Coconut Products Market
 - 7.3.8.1. Market Size And Forecast By Type
 - 7.3.8.2. Market Size And Forecast By Application
 - 7.3.8.3. Market Size And Forecast By Form
- 7.3.9. Italy Coconut Products Market
 - 7.3.9.1. Market Size And Forecast By Type
 - 7.3.9.2. Market Size And Forecast By Application
 - 7.3.9.3. Market Size And Forecast By Form
- 7.3.10. Netherlands Coconut Products Market
 - 7.3.10.1. Market Size And Forecast By Type
 - 7.3.10.2. Market Size And Forecast By Application
 - 7.3.10.3. Market Size And Forecast By Form
- 7.3.11. Rest Of Europe Coconut Products Market
 - 7.3.11.1. Market Size And Forecast By Type
 - 7.3.11.2. Market Size And Forecast By Application
 - 7.3.11.3. Market Size And Forecast By Form
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends And Opportunities
 - 7.4.2. Market Size And Forecast By Type
 - 7.4.3. Market Size And Forecast By Application
 - 7.4.4. Market Size And Forecast By Form
 - 7.4.5. Market Size And Forecast By Country
 - 7.4.6. India Coconut Products Market
 - 7.4.6.1. Market Size And Forecast By Type
 - 7.4.6.2. Market Size And Forecast By Application
 - 7.4.6.3. Market Size And Forecast By Form
 - 7.4.7. Indonesia Coconut Products Market
 - 7.4.7.1. Market Size And Forecast By Type
 - 7.4.7.2. Market Size And Forecast By Application
 - 7.4.7.3. Market Size And Forecast By Form
 - 7.4.8. China Coconut Products Market

- 7.4.8.1. Market Size And Forecast By Type
- 7.4.8.2. Market Size And Forecast By Application
- 7.4.8.3. Market Size And Forecast By Form
- 7.4.9. Philippines Coconut Products Market
 - 7.4.9.1. Market Size And Forecast By Type
 - 7.4.9.2. Market Size And Forecast By Application
 - 7.4.9.3. Market Size And Forecast By Form
- 7.4.10. South Korea Coconut Products Market
 - 7.4.10.1. Market Size And Forecast By Type
 - 7.4.10.2. Market Size And Forecast By Application
 - 7.4.10.3. Market Size And Forecast By Form
- 7.4.11. Vietnam Coconut Products Market
 - 7.4.11.1. Market Size And Forecast By Type
 - 7.4.11.2. Market Size And Forecast By Application
 - 7.4.11.3. Market Size And Forecast By Form
- 7.4.12. Malaysia Coconut Products Market
 - 7.4.12.1. Market Size And Forecast By Type
 - 7.4.12.2. Market Size And Forecast By Application
 - 7.4.12.3. Market Size And Forecast By Form
- 7.4.13. Rest Of Asia-Pacific Coconut Products Market
 - 7.4.13.1. Market Size And Forecast By Type
 - 7.4.13.2. Market Size And Forecast By Application
 - 7.4.13.3. Market Size And Forecast By Form
- 7.5. Lamea
 - 7.5.1. Key Market Trends And Opportunities
 - 7.5.2. Market Size And Forecast By Type
 - 7.5.3. Market Size And Forecast By Application
 - 7.5.4. Market Size And Forecast By Form
 - 7.5.5. Market Size And Forecast By Country
 - 7.5.6. Latin America Coconut Products Market
 - 7.5.6.1. Market Size And Forecast By Type
 - 7.5.6.2. Market Size And Forecast By Application
 - 7.5.6.3. Market Size And Forecast By Form
 - 7.5.7. Middle East Coconut Products Market
 - 7.5.7.1. Market Size And Forecast By Type
 - 7.5.7.2. Market Size And Forecast By Application
 - 7.5.7.3. Market Size And Forecast By Form
 - 7.5.8. Africa Coconut Products Market
 - 7.5.8.1. Market Size And Forecast By Type

7.5.8.2. Market Size And Forecast By Application

7.5.8.3. Market Size And Forecast By Form

CHAPTER 8: COMPANY PROFILES

8.1. The Coconut Company (Uk) Ltd.

8.1.1. Company Overview

8.1.2. Business Performance

8.1.3. Key Strategic Moves And Developments

8.2. Marico Ltd.

8.2.1. Company Overview

8.2.2. Business Performance

8.2.3. Key Strategic Moves And Developments

8.3. Vita Coco

8.3.1. Company Overview

8.3.2. Business Performance

8.3.3. Key Strategic Moves And Developments

8.4. Sambu Group

8.4.1. Company Overview

8.4.2. Business Performance

8.4.3. Key Strategic Moves And Developments

8.5. Metshu Exports (Pvt) Ltd

8.5.1. Company Overview

8.5.2. Business Performance

8.5.3. Key Strategic Moves And Developments

8.6. Cocomate

8.6.1. Company Overview

8.6.2. Business Performance

8.6.3. Key Strategic Moves And Developments

8.7. Klassic Coconut

8.7.1. Company Overview

8.7.2. Business Performance

8.7.3. Key Strategic Moves And Developments

8.8. Cocotana Coconut Products

8.8.1. Company Overview

8.8.2. Business Performance

8.8.3. Key Strategic Moves And Developments

8.9. Universal Coco Indonesia

8.9.1. Company Overview

8.9.2. Business Performance

8.9.3. Key Strategic Moves And Developments

8.10. Thai Coconut Public Company Limited

8.10.1. Company Overview

8.10.2. Business Performance

8.10.3. Key Strategic Moves And Developments

List Of Tables

LIST OF TABLES

- Table 01. Global Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)
- Table 02. Global Coconut Water Market Revenue, By Region, 2018–2026 (\$Million)
- Table 03. Global Coconut Oil Market Revenue, By Region, 2018–2026 (\$Million)
- Table 04. Global Coconut Milk Market Revenue, By Region, 2018–2026 (\$Million)
- Table 05. Global Dried Coconut Products Market Revenue, By Region, 2018–2026 (\$Million)
- Table 06. Global Other Coconut Products Market Revenue, By Region, 2018–2026 (\$Million)
- Table 07. Global Coconut Products Market Revenue, By Application 2018–2026 (\$Million)
- Table 08. Global Coconut Products Market Revenue For Food, By Region, 2018–2026 (\$Million)
- Table 09. Global Coconut Products Market Revenue For Beverages, By Region, 2018–2026 (\$Million)
- Table 10. Global Coconut Products Market Revenue For Cosmetics, By Region, 2018–2026 (\$Million)
- Table 11. Global Coconut Products Market Revenue For Others, By Region, 2018–2026 (\$Million)
- Table 12. Global Coconut Products Market Revenue, By Form 2018–2026 (\$Million)
- Table 13. Global Solid Coconut Products Market Revenue, By Region, 2018–2026 (\$Million)
- Table 14. Global Liquid Coconut Products Market Revenue, By Region, 2018–2026 (\$Million)
- Table 15. Global Coconut Products Market Revenue, By Region, 2018–2026 (\$Million)
- Table 16. North America Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)
- Table 17. North America Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)
- Table 18. North America Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)
- Table 19. North America Coconut Products Market Revenue, By Country, 2018–2026 (\$Million)
- Table 20. U.S. Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)
- Table 21. U.S. Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)
- Table 22. U.S. Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 23. Mexico Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 24. Mexico Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 25. Mexico Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 26. Canada Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 27. Canada Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 28. Canada Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 29. Europe Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 30. Europe Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 31. Europe Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 32. Europe Coconut Products Market Revenue, By Country, 2018–2026 (\$Million)

Table 33. Germany Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 34. Germany Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 35. Germany Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 36. Netherlands Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 37. Netherlands Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 38. Netherlands Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 39. Uk Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 40. Uk Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 41. Uk Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 42. France Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 43. France Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 44. France Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 45. Italy Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 46. Italy Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 47. Italy Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 48. Rest of Europe Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 49. Rest of Europe Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 50. Rest of Europe Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 51. Asia-Pacific Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 52. Asia-Pacific Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 53. Asia-Pacific Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 54. Asia-Pacific Coconut Products Market Revenue, By Country, 2018–2026 (\$Million)

Table 55. India Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 56. India Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 57. India Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 58. Indonesia Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 59. Indonesia Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 60. Indonesia Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 61. China Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 62. China Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 63. China Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 64. Philippines Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 65. Philippines Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 66. Philippines Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 67. South Korea Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 68. South Korea Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 69. South Korea Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 70. Vietnam Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 71. Vietnam Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 72. Vietnam Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 73. Malaysia Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 74. Malaysia Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 75. Malaysia Coconut Products Market Revenue, By Application, 2018–2026

(\$Million)

Table 76. Rest of Asia-Pacific Coconut Products Market Revenue, By Type, 2018–2026

(\$Million)

Table 77. Rest of Asia-Pacific Coconut Products Market Revenue, By Form, 2018–2026

(\$Million)

Table 78. Rest of Asia-Pacific Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 79. Lamea Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 80. Lamea Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 81. Lamea Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 82. Lamea Coconut Products Market Revenue, By Country, 2018–2026 (\$Million)

Table 83. Latin America Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 84. Latin America Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 85. Latin America Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 86. Middle East Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 87. Middle East Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 88. Middle East Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 89. Africa Coconut Products Market Revenue, By Type, 2018–2026 (\$Million)

Table 90. Africa Coconut Products Market Revenue, By Form, 2018–2026 (\$Million)

Table 91. Africa Coconut Products Market Revenue, By Application, 2018–2026 (\$Million)

Table 92. The Coconut Company: Key Executives

Table 93. The Coconut Company: Company Snapshot

Table 94. The Coconut Company: Operating Segments

Table 95. The Coconut Company: Product Portfolio

Table 96. Marico Limited: Key Executive

Table 97. Marico Limited: Company Snapshot

Table 98. Marico Limited: Operating Segments

Table 99. Bioderma Laboratories: Product Portfolio

Table 100. Marico Limited: Net Sales, 2016–2018 (\$Million)

Table 101. Vita Coco: Key Executives

Table 102. Vita Coco: Company Snapshot

Table 103. Vita Coco: Product Portfolio
Table 104. Sambu Group: Key Executives
Table 105. Sambu Group: Company Snapshot
Table 106. Sambu Group: Operating Segments
Table 107. Sambu Group: Product Portfolio
Table 108. Metshu Export (Pvt) Ltd: Key Executives
Table 109. Metshu Export (Pvt) Ltd: Company Snapshot
Table 110. Metshu Export (Pvt) Ltd: Product Portfolio
Table 111. Cocomate : Key Executives
Table 112. Cocomate : Company Snapshot
Table 113. Cocomate : Operating Segments
Table 114. Cocomate : Product Portfolio
Table 115. Klassic Coconut: Company Snapshot
Table 116. Klassic Coconut: Product Portfolio
Table 117. Cocotana Coconut Products: Key Executives
Table 118. Cocotana Coconut Products: Company Snapshot
Table 119. Cocotana Coconut Products: Product Portfolio
Table 120. Universal Coco: Key Executives
Table 121. Universal Coco: Company Snapshot
Table 122. Universal Coco: Product Portfolio
Table 123. Thai Coconut Public Company Limited: Key Executives
Table 124. Thai Coconut Public Company Limited: Company Snapshot
Table 125. Thai Coconut Public Company Limited: Product Portfolio

List Of Figures

LIST OF FIGURES

- Figure 01. Coconut Products Market Snapshot
- Figure 02. Coconut Products Market: Segmentation
- Figure 03. Top Investment Pockets
- Figure 04. Value Chain Analysis
- Figure 05. High Bargaining Power of Suppliers
- Figure 06. Moderate Bargaining Power of Buyers
- Figure 07. High Threat of Substitution
- Figure 08. Low Threat of New Entrants
- Figure 09. Moderate Intensity of Competitive Rivalry
- Figure 10. Coconut Products Market: Drivers, Restraints, And Opportunities
- Figure 11. Coconut Products Market, By Type, 2019 (%)
- Figure 12. Global Coconut Water Market, Comparative Country Market Share Analysis, 2018 And 2026 (%)
- Figure 13. Global Coconut Oil Market, Comparative Regional Market Share Analysis, 2018 And 2026 (%)
- Figure 14. Global Coconut Milk Market, Comparative Regional Market Share Analysis, 2018 And 2026 (%)
- Figure 15. Global Dried Coconut Products Market, Comparative Regional Market Share Analysis, 2018 And 2026 (%)
- Figure 16. Global Other Coconut Products Market, Comparative Regional Market Share Analysis, 2018 And 2026 (%)
- Figure 17. Global Coconut Products Market, By Application, 2019 (%)
- Figure 18. Global Coconut Products Market For Food, Comparative Country Market Share Analysis, 2018 And 2026 (%)
- Figure 19. Global Coconut Products Market For Beverages, Comparative Regional Market Share Analysis, 2018 And 2026 (%)
- Figure 20. Global Coconut Products Market For Cosmetics, Comparative Regional Market Share Analysis, 2018 And 2026 (%)
- Figure 21. Global Coconut Products Market For Others, Comparative Regional Market Share Analysis, 2018 And 2026 (%)
- Figure 22. Global Coconut Products Market, By Form, 2019 (%)
- Figure 23. Global Solid Coconut Products Market, Comparative Country Market Share Analysis, 2018 And 2026 (%)
- Figure 24. Global Liquid Coconut Products Market, Comparative Regional Market Share Analysis, 2018 And 2026 (%)

- Figure 25. Coconut Products Market, By Region, 2019 (%)
- Figure 26. U.S. Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 27. Mexico Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 28. Canada Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 29. Germany Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 30. Netherlands Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 31. Uk Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 32. France Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 33. Italy Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 34. Rest of Europe Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 35. India Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 36. Indonesia Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 37. China Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 38. Philippines Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 39. South Korea Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 40. Vietnam Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 41. Malaysia Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 42. Rest of Asia-Pacific Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 43. Latin America Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 44. Middle East Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 45. Africa Coconut Products Market Revenue, 2018–2026 (\$Million)
- Figure 46. Product Mapping of Top 10 Key Players
- Figure 47. Top Player Positioning of Top 10 Key Players
- Figure 48. Competitive Dashboard of Top 10 Key Players
- Figure 49. Competitive Heatmap of Top 10 Key Players
- Figure 50. Marico Limited: Net Sales, 2017–2019 (\$Million)
- Figure 51. Marico Limited: Revenue Share By Segment, 2019 (%)
- Figure 52. Marico Limited: Revenue Share By Region, 2019 (%)

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