

# **Instant Beverages Premix Market by Type (Instant Coffee, Instant Tea, Instant Milk, Instant Health Drinks, Soups, and Others), - Global Opportunity Analysis and Industry Forecast, 2014-2022**

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## **Abstracts**

The instant beverage premix market size was valued at \$66,977 million in 2015 and is expected to grow at a CAGR of 6.0% to reach \$99,193 million by 2022. Instant beverage premixes are easily prepared drinks, which boost metabolism, enhance functionality, and provide healthy hydration. Instant beverage premix market analysis is primarily segmented into product type including instant coffee, instant milk, instant tea, and instant health drinks and soups. Growth in health awareness and increase in concern over obesity drives the market for instant beverage premix market demand.

### **Primary Interview Responses Split**

In the Instant beverage premix market, the premixes are available in the form of powder, paste, and granules, which contain cocoa, edible acids, vitamins, vegetable extracts, fruit powders, and aromatizing agents. Moreover, these instant beverage premixes are generally mixed with water or milk. Some of the major benefits of instant beverage premixes are, they enhance brain functionality, boosts metabolism, and provides healthy hydration. These benefits of drinks prepared by instant beverage premixes have increased their adoption rate. In the market, the beverages are available as premixes-mixed drinks, whereas others are available in the form of powdered beverages, such as sugar-based and sugar free forms.

At present, instant coffee premix has witnessed higher demand potential. This segment has a high rate of adoption in the global instant beverage premix market due to its appealing taste and aromatizing aroma. Instant tea premix is the next segment, which generates the highest revenue and is expected to register a higher growth rate in the coming years. Green tea offers various health benefits to consumers such as weight loss and also helps regulate glucose levels in the body. Increase in adoption of instant

premises in the corporate sector makes the instant beverage premix segment as one of the lucrative targets for investment. Instant health drinks such as protein shakes is a major attractive sector, as people are becoming more health cautious. These are the key dynamics affecting instant beverages premix market.

#### Instant Beverages Premix Market Segmentation

##### Top Winning Strategy

Leading players in the global instant beverage premix market industry have adopted various strategies to achieve additional market share. These key strategies have been gathered from press releases, annual reports of market players, and primary calls made to industry experts. Key suppliers profiled in the instant beverage premix industry have adopted product launch, joint venture, acquisition, partnership, expansion, and investment as their key strategies.

#### INSTANT BEVERAGE PREMIX MARKET SHARE: TOP WINNING STRATEGIES, 2012–2016 (%)

The above pie chart represents the percentage split of the strategies adopted by the key market players. Product Launch accounted for 33.3% of all strategies adopted, while partnership is the second topmost strategy, accounting for 28.5% of the overall strategies.

#### Instant Beverage Premix Market: Top Investment Pockets

At present, instant coffee has witnessed higher demand potential. This segment has a high rate of adoption in the instant beverage premix market due to its appealing taste and aromatizing aroma. Instant tea is the next segment, which generates the highest revenue is also expected to register higher growth rate in the coming years. Green tea offers various health benefits to consumers such as weight loss and also helps regulate glucose levels in the body.

Increase in adoption of instant premises in the corporate sector made the instant beverage premix segment as one of the lucrative targets for investment. Instant health drinks such as protein shakes is a major attractive sector, as people are becoming more health cautious.

#### TOP INVESTMENT POCKET

##### Segment Review:

Instant milk segment is projected to witness the highest growth during the forecast period both in terms of value and volume as it has a normally longer shelf life compared to regular liquid milk. It comprises high nutritional compositions that include proteins, vitamins, potassium, and minerals. Consumers use instant milk powders due to its longer shelf life which make it easy for consumers to store for a long time. The instant powdered milk is available at cheaper rates as compared to fresh milk which increases the growth.

#### LAMEA Review

The instant beverage premix market in LAMEA has prospered due to the increased awareness about the obesity and health benefits offered by the instant beverage premix. The market for instant beverage premix is projected to grow at the highest rate compared to other regions during the forecast period.

#### MIDDLE EAST INSTANT BEVERGAE PREMIX MARKET SIZE, 2014 - 2022 (\$MILLION)

Key players profiled in the Instant beverage premix market include Ito En Ltd, The Republic of Tea Inc., Suntory Beverage & Food Ltd., The Coca-Cola Co., Monster Beverage Co., Keurig Green Mountain Inc., Dunkin' Brands Group Inc., Starbucks Corp., PepsiCo Inc., and Ajinomoto General Foods Inc.

Other key players (not profiled in the report) in the Instant beverage premix market value chain include Neel Beverages Pvt Ltd., Kafex Foods Private Limited, Nandram Corporation and Plus Beverages.

### KEY BENEFITS

This report provides an extensive analysis of the current trends, future estimations, and dynamics from 2014 to 2022 of the global instant beverages premix market, which assists to identify the prevailing opportunities

Geographically, the market is analyzed based on various regions, such as North America, Europe, Asia-Pacific, and LAMEA

Exhaustive analysis predicts the applications that are currently used along with the variants that would gain prominence in the future

Competitive intelligence of leading manufacturers and distributors highlights the competitive scenario across the geographies

An in-depth analysis of current research and developments within the market is provided with key dynamic factors that interpret the market behavior

Extensive analysis is conducted by following key product positioning and monitoring the top competitors within the market framework

Key market players are profiled and their strategies are analyzed thoroughly, which portrays the competitive outlook

Key Instant Beverage Premix Market Segments:  
Global instant beverages market is segmented as:  
BY PRODUCT TYPE

Instant Coffee

Instant Tea

Instant Milk

Instant Health Drinks

Soups

BY GEOGRAPHY

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle-East

Africa

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