

# **Pure Coconut Water Market by Packaging Type (Plastic Bottles, Tetra Packs, and Cans), Flavor (Original Flavor, Fruit Flavor, Chocolate Flavor, and Others), Portion Size (Small Portion Size (less than 600ml) and Large Portion Size (more than 600ml), End User (Household, Food Services, Catering Services, and Others), and Distribution Channel (Direct Distribution and Retail Distribution): Global Opportunity Analysis and Industry Forecast, 2021–2027**

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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 pure coconut water market was valued at \$2.04 billion in 2019, and is anticipated to reach \$6.81 billion by 2027, with a CAGR of 18.9% during the forecast period. Changing consumer tastes and increasing health concerns are the major factors that drive the market globally. Food & beverages manufacturers have invested a lot in R&D to utilize coconut water 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 pure coconut water as a natural energy drink is growing rapidly due to its nutritional properties such as electrolytes and nutrients. The demand for coconut water is growing in developed countries such as the

U.S., Germany, the UK, and France, owing to the rise in awareness of its health benefits.

Manufacturers are focusing on key innovations that cater to the requirements of large consumer base. Pure coconut water is now being considered as healthy replacements for carbonated drinks, owing to which the demand for these products is expected to grow rapidly. Thus, this has resulted in increased demand for various flavors of pure coconut water in emerging nations. Furthermore, increase has been witnessed in the number of netizens along with rise in internet penetration. Taking this into consideration, most of the key players in the market strategize on promoting their products on various social media platforms. Thus, through social media marketing strategy, the pure coconut water market sights remunerative growth opportunity during the forecast period. Coconut water possesses specific nutrients and supplements, which improve athletic performance and metabolism. Appropriate nutrition is an essential prerequisite for effective improvement of athletic performance, conditioning, recovery from fatigue after exercise, and avoidance of injury.

The significant increase in the global pure coconut water market size in 2020 is estimated on the basis of the COVID-19 outbreak and its positive impact on the economies and industries across the globe. Various scenarios have been analyzed on the basis of inputs from various secondary sources and the current data available about the situation. Further, these scenarios were discussed with the food & beverages industry experts.

The global pure coconut water market is segmented into packaging type, flavor, portion size, end user, distribution channel, and region. By packaging type, it is categorized into plastic bottles, tetra packs, and cans. Depending on flavor, it is divided into original flavor, fruit flavor, chocolate flavor, and others. Based on portion size, it is segmented into small portion (less than 600ml) and large portion (more than 600ml). The end users studied in the report are household, food services, catering services, and others. On the basis of distribution channel, it is segregated into direct distribution and retail distribution. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Spain, Italy, Russia, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Indonesia, Vietnam, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, United Arab Emirates, Nigeria, Turkey, South Africa, and rest of LAMEA).

The key players profiled in this report include are Vita Coco, Harmless Harvest, C2o Pure Coconut Water, Llc, Taste Nirvana, Craze Foods Ltd, Goya Foods, Inc, Foco Pure

Coconut Water, Cococoast, Wai Koko Coconut Water, And Mojo Organics Inc. These players are introducing new products in the market to increase the customer base and product sale.

### Key benefits for stakeholders

The study provides an in-depth analysis of the protein ingredients market with current and future trends to identify 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.

Quantitative analysis of the current market and estimation for the same from 2019 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry demonstrates the competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of buyers, and bargaining power of 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 segments

#### By Packaging Type

Plastic Bottles

Tetra Packs

Cans

Flavor

Original Flavor

Fruit Flavor

Chocolate Flavor

Others

By Portion Size

Small Portion Size (less than 600ml)

Large Portion Size (more than 600ml)

By End User

Household

Food Services

Catering Services

Others

By Distribution Channel

Direct Distribution

Retail Distribution

Hypermarket/Supermarket

Convenience Stores

Retail Pharmacies

E-commerce

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Indonesia

Srilanka

Rest of Asia-Pacific

#### LAMEA

Brazil

Argentina

UAE

Turkey

Nigeria

South Africa

Rest of LAMEA

### List of Company Profiles

The key players profiled in pure coconut water market include Vita Coco, Harmless Harvest, C2o Pure Coconut Water, Taste Nirvana, Craze Foods Ltd, Goya Foods, Inc, Foco Pure Coconut Water, Cococoast, Wai Koko Coconut Water, and Mojo Organics Inc. These players are introducing new products in the market to increase the customer base and product sale.

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