

# **Global Coconut Water Market Size Study, by Nature (Conventional, Organic), by Packaging (Tetra Pack, Plastic Bottle, Cans, Pouches, Glass), by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), and Regional Forecasts 2022-2032**

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## **Abstracts**

The global coconut water market is currently valued at approximately USD 3.75 billion in 2023 and is anticipated to experience an impressive compound annual growth rate (CAGR) of 17.30% during the forecast period from 2024 to 2032. Renowned for its natural hydration properties, coconut water has gained global acclaim as a healthy beverage option, significantly influencing the beverage industry's trajectory. With its low-calorie content and rich electrolyte profile, it serves as a favored alternative to sugary drinks among health-conscious consumers. This growing demand aligns seamlessly with the rising preference for natural and organic products across the globe.

Innovative packaging formats, including eco-friendly and convenient-to-use options like Tetra Packs and pouches, have amplified coconut water's accessibility, making it a staple in retail shelves and online stores. However, challenges such as the high production costs associated with organic certification and logistical hurdles in coconut procurement might hinder market growth. Nonetheless, industry players are continuously leveraging advancements in sustainable agricultural practices and supply chain technologies to address these constraints effectively.

Regionally, North America leads the global coconut water market, with a significant share attributed to the rising health-conscious population and robust distribution networks. Europe follows, propelled by increasing consumer inclination toward plant-

based beverages and natural hydration products. Meanwhile, the Asia-Pacific region is poised to emerge as the fastest-growing market, underpinned by a strong supply chain and burgeoning consumer base in countries like India, Indonesia, and the Philippines. Latin America and the Middle East & Africa are also witnessing substantial growth due to the rising investments in coconut farming and heightened awareness of health-centric beverages.

Major market players included in this report are:

Vita Coco

PepsiCo, Inc. (O.N.E. Coconut Water)

Harmless Harvest

Zico Beverages LLC

The Coca-Cola Company

GraceKennedy Limited

Amy & Brian Naturals

C2O Pure Coconut Water, LLC

All Market Inc.

Naked Juice Company

Bai Brands LLC

Celebes Coconut Corporation

Tetra Pak International S.A.

Dabur India Limited

Green Coco Europe GmbH

The detailed segments and sub-segment of the market are explained below:

By Nature:

Conventional

Organic

By Packaging:

Tetra Pack

Plastic Bottle

Cans

Pouches

Glass

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Market estimates and forecasts for 10 years, from 2022 to 2032.

Annualized revenue analysis across regional and segment-specific levels.

Competitive landscape profiling major market players and their strategic initiatives.

Comprehensive analysis of emerging trends, challenges, and opportunities.

Strategic recommendations to navigate the evolving market landscape.

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