

Global Coconut Water Market Size study, by Packaging (Tetra Pack, Plastic Bottle and Others), Form (Powder and Liquid), Distribution Channel (Online and Offline) and Regional Forecasts 2020-2027

<https://marketpublishers.com/r/GBC236E44E57EN.html>

Date: May 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GBC236E44E57EN

Abstracts

Global Coconut Water Market is valued approximately USD 4.27 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 16.1 % over the forecast period 2020-2027.. Functioning of coconut water as an alternative to sugary and carbonated drinks and investment by the companies in technology is fueling the market growth. Also, new product development by companies is increasing the demand. For instance, in 2019, TAJA Coconut launched non-GMO and sugar-free bottled coconut water as the company use new technology in the production... Also, in 2019 Vita Coco launched sparkling coconut waters in the U.K., for providing a healthy substitute for sugary beverages. However, short shelf life and various body problems such as acute kidney failure and loss of consciousness on excess consumption of coconut water impedes the growth of the market over the forecast period of 2020-2027., factors such as increasing cases of obesity due to sugar drinks and growing popularity among athletes and gym goers are likely to increase the market growth during the forecast period.

Asia Pacific, North America, Latin America, Europe and Rest of the World are the regions considered for regional analysis of coconut water market. Europe is the leading region across the world in terms of market share owing to the rising demand for healthy beverages among millennials. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2020-2027. Factors such as rising disposable income, rising incidences of injuries and improving healthcare infrastructure would create lucrative growth prospects for the Coconut Water market across Asia-Pacific region.

Major market player included in this report are:

All Market Inc.
Naked Juice Company
New Age Beverages Corporation
Celebes Coconut Corporation
Ami & Brian Naturals
C2O Pure Coconut Water, LLC
PepsiCo (O.N.E. Coconut Water).
The Coca-Cola Company (ZICO)
Harmless Harvest
Elegance Brands, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Packaging:

Tetra Pack
Plastic Bottle
Others

By Form:

Powder
Liquid

By Distribution Channel:

Online
Offline

By Region:

North America
U.S.
Canada
Europe
UK
Germany

France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Coconut Water Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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