

# **Global Instant Beverage Premix Market By type (Instant Milk Premix, Instant Coffee Premix, Instant Tea Premix, Instant Soups Premix, Instant Health Drinks Premix) by distribution channel (Supermarkets/Hypermarkets, Specialty Stores, Online Retail, Other Retail Sectors) by end-user (Commercial, Residential), and Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/G2C5CC19A9BBEN.html>

Date: June 2021

Pages: 200

Price: US\$ 3,218.00 (Single User License)

ID: G2C5CC19A9BBEN

## **Abstracts**

Global Instant Beverage Premix Market is valued approximately at USD 88.68 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 5.80% over the forecast period 2021-2027. Instant beverage premixes come in different forms such as powder, granules and paste that is mixed along with water and other solvents to easily prepare beverages. These beverages have various advantages such as easy to make, enhances brain functionality, boosts metabolism and provides healthy hydration which are surging the market growth. Increase in working population is making people shift towards food items that are quickly available and easy to make which is fueling the market growth. Increasing awareness associated with premixes among users is expected to give opportunities to the sector. But, increasing awareness among consumers regarding the harmful chemical compounds present in instant beverage premixes is expected to restrain the market growth. The market players are continuously doing research and development for developing new products and flavors which gives opportunity to the market.

The key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World are considered for the regional analysis of global Instant Beverage Premix market. North America dominates the market share of premix beverages. Europe is second region after North America because of increasing interest of consumer in instant

beverage premix.

Major market player included in this report are

Ajinomoto General Foods  
Coca-Cola Company  
Dunkin Brands group  
Keurig Green Mountain  
Monster Beverage Company  
PepsiCo  
Starbucks Corporation  
Food Limited  
The Republic of Tea  
Nandram Corporation

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 type:

Instant Milk Premix  
Instant Coffee Premix  
Instant Tea Premix  
Instant Soups Premix  
Instant Health Drinks Premix

By distribution channel:

Supermarkets/Hypermarkets  
Specialty Stores  
Online Retail  
Other Retail Sectors

By end-user:

Commercial  
Residential

**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 – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Instant Beverage Mix Marketl in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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