

Global Kefir Market Size study, by Product (Animal-based, Plant-based), by Distribution Channel (Online, Offline), and Regional Forecasts 2021-2027

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Abstracts

Global kefir market is valued approximately at \$1.04 billion in 2020 and is anticipated to grow with a healthy growth rate of about 6% over the forecast period 2021-2027. Kefir refers to a type of fermented milk beverage which is similar to ayran or a thin yogurt and is made from kefir grain (specific type of mesophilic symbiotic culture). The kefir products include kefir smoothie, kefir milk, kefir yogurt, kefir probiotic drink, organic kefir drinks, etc. and these are rich source of nutrition such as mineral, vitamin, calcium protein, and magnesium. Consumption of kefir products helps in boosting the immune system, improves bone health, aids in digestive health, and may even help in combating cancer. The global kefir market is being driven by increasing consciousness about health and nutrition among consumers and growing demand for the probiotics drinks across the globe. Furthermore, research and development activities will provide new opportunities for the global kefir industry. According to Statista, the total value of probiotics market across the globe is expected to rise from \$49.4 billion in 2018 to approximately \$69.3 billion by 2023. Such growth witnessed in the demand for probiotics across the globe would increase the consumption of kefir based products which in turn would drive the market. However, shorter shelf life of the final product may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global kefir market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Europe is the leading region across the world in terms of market share due to high popularity of kefir products in the households of economies such as Bulgaria, Belarus, Georgia, etc., awareness among consumers regarding digestive health, increasing demand for probiotic foods and beverages growing trend of healthy snacking, etc. Whereas Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period.

2021-2027, due to rising awareness regarding fermented milk products among the consumers in countries such as Australia, Japan, and New Zealand, etc.

Major market player included in this report are:

LIFEWAY FOODS, INC. AND SUBSIDIARIES

Maple Hill Creamery, LLC

Green Valley Creamery

Redwood Hill Farm & Creamery

Danone North America Public Benefit Corporation

Evolve Kefir

NANCY'S Yogurt

The Icelandic Milk and Skyr Corporation

Forager Project

KeVita

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 Product:

Animal-based

Plant-based

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 – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Kefir 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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