

Global Nitrogenated Coffee Market Size study, By Flavor (Vanilla, Cascara, Fruit & Nuts, Others), By Packaging (Mug, Can), and Regional Forecasts 2022-2028

<https://marketpublishers.com/r/G315B2677F44EN.html>

Date: June 2022

Pages: 200

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

ID: G315B2677F44EN

Abstracts

Global Nitrogenated Coffee Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. The Nitrogenated Coffee also known as nitro coffee can be defined as coffee-based beverage that is infused with nitrogen gas. The utilization of nitrogen in coffee gives the drink a thick and creamy texture and forms a dense layer on the surface similar to the head of a beer. The growing consumption of non-alcoholic drinks and increasing number of lactose-intolerant individuals as well as strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, according to Statista – as of 2022, the revenue of global Non-Alcoholic Drinks market is valued at USD 1360 billion. The market is projected to grow annually by CAGR of 5.56% between 2022 & 2026 to reach to USD 1688.6 billion by end of 2026. Furthermore, leading market players are working towards strategic initiatives such collaboration and new product launches to widen product portfolio and geographical footprints. For instance, in February 2020, Starbucks in collaboration with PepsiCo unveiled its new Ready-To-Drink (RTD) Starbucks® Nitro Cold Brew in North America. This new product would be available in three flavors: Black, Vanilla Sweet Cream and Dark Caramel and would be available nationwide for a retail price of USD 3.99 at convenience locations and USD 3.49 in grocery stores. Also, growing number of coffee outlets and increasing penetration of online food services industry are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, health risk associated with higher caffeine content of nitrogenated drink impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Nitrogenated Coffee Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing consumption of caffeinated drinks and presence of leading coffee brands in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as increasing number of coffee outlets and rising penetration online food services sector in the region, would create lucrative growth prospects for the global Nitrogenated Coffee Market across the Asia Pacific region.

Major market players included in this report are:

Stumptown Coffee Roasters

Rise Brewing Co.

Coffee Company

Starbucks Corporation

Lucky Jack

Califia Farms

Caveman Coffee Co.

Convergent Coffee Co.

Blackeye Roasting Co.

NITRO Beverage Co.

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 Flavor

Vanilla

Cascara

Fruit & Nuts

Others

By Packaging

Mug

Can

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Nitrogenated Coffee 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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