

Global Smoothies Market Size study, byProduct (Dairy-based, Fruit-based, Others), By Distribution Channel (Smoothie Bars, Restaurants, Supermarkets & Convenience Stores) and Regional Forecasts 2022-2028

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Abstracts

Global Smoothies Market is valued at approximately USD 6.5 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 9.3% over the forecast period 2022-2028. Smoothies with a lot of fruits and vegetables are advised as part of a healthy diet. Furthermore, rising consumer health consciousness and changing lifestyle and food habits, as well as health benefits, are propelling the smoothies industry forward. The bulk of the population currently skips meals and replaces them with various snack foods. Carbohydrate intake is low, especially when smoothies are made without sugar. As a result, most gym trainers advise clients who want to reduce weight to drink smoothies. As a result, smoothies have become a popular meal replacement option. They are also healthier than other snack foods, as well as having a wonderful taste, are convenient, and portable. Companies are concentrating their efforts on developing new beverages to fulfil the growing demand for smoothies. However, achieving sustainability has its own set of difficulties and constraints. Several companies are focusing on expanding and introducing sugar-free products to the market. Smoothie King collaborated with HungerRush in February 2022 to use its OrderAI platform. The partnership's main goal was to show its willingness to invest in new technology in order to increase profitability and sales for its franchisees. Similarly, the UK government has adopted health policy measures and reforms that have had a substantial impact on the market. The British government has issued guidelines for residents on how to eat healthily. The Eatwell Guide (UK) found that daily ingestion of 150 mL of fruit-based smoothies decreases the incidence of dental decay. These campaigns attempt to raise public awareness about the benefits of fruit-based

smoothies, which will increase industry demand.

The key regions considered for the global Smoothies market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Due to rising demand in the United States, Canada. North America accounted for significant share of the worldwide smoothie market. The industry is developing due to the increasing use of smoothies to maintain body metabolism. Increasing R&D in order to procure innovative organic beverages is driving regional market expansion. Key players headquartered in the United States are offering smoothies at a cheaper cost to encourage citizens to live a healthier lifestyle. From 2022 to 2028, Asia Pacific is predicted to grow with highest growth rate. This is due to the rising demand for organic soft drinks throughout the region. The market is rising due to a growing awareness of the need of maintaining long-term health in China and India. In the future years, the increased acceptance of the product to combat diseases like diabetes is expected to fuel corporate growth. Increased product awareness in nations like India, China, Japan, and South Korea is expected to drive the region's strong growth rate. The demand for processed foods is being driven by rising disposable income and a changing lifestyle in the region.

Major market players included in this report are:

Barfresh Food Group, Inc

Bolthouse Farms

Ella's Kitchen Ltd

Innocent Drinks

Jamba Juice Company

Maui Wowi Hawaiian Coffees & Smoothies

Smoothie King

Suja Juice

Tropical Smoothie Caf?

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:

Fruit-based

Dairy-based
Others

By Distribution Channel:

Restaurants
Smoothie Bars
Supermarkets & Convenience Stores

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 Smoothies Market in Market Study:

Global Smoothies Market Size study, byProduct (Dairy-based, Fruit-based, Others), By Distribution Channel (Smo...

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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