

Global Squash Drinks Market Size study & Forecast, by Nature (Regular, Blended), by Product Type (Added Sugar, No-added Sugar), by Base Type (Berry, Citrus Fruit, Tropic & Exotic Fruits, Mixed Fruits, Others), by Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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Abstracts

Global Squash Drinks Market is valued at approximately USD 3.02 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5 % over the forecast period 2022-2029. Squash Drinks is a nonalcoholic beverage, made with concentrated syrup. Tropical Fruits, berries and citrus fruits are mainly used as a base for squash drinks. Squash Drinks are considered high in vitamin A, vitamin E, and antioxidants. Moreover, vegetables are also used for preparation of squash drinks. The increasing consumption of functional food and beverages products and growing number of health-conscious individuals as well as strategic initiatives from leading market players are key factors accelerating the market growth.

The increasing consumption of functional food and beverages is contributing to the growth of the Global Squash Drinks Market. For instance, according to Statista - in 2021, the global functional foods and beverage market was valued at USD 281.14 billion, and the market is projected to grow at a compound annual growth rate of about 9.5 percent between 2021 and 2028 to reach USD 500 billion by end of 2028. Moreover, as per Statista – as of 2022, the revenue in the global Non-Alcoholic Drinks market is estimated at USD 1.25 trillion, and the market is expected to grow annually by 7.22% (CAGR 2022-2026) to reach USD 1.65 trillion by 2026. Also, growing demand for ready-to-drink (RTD) beverages and rising disposable income in emerging regions would create a lucrative growth prospectus for the market over the forecast period.

However, the high cost of Squash Drinks stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Squash Drinks Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the dominance of leading market players and rising adoption of ready-to-drink beverages in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising number of health-conscious individuals, increasing demand for natural fruit juices, and growing emergence of online distribution channels in the region.

Major market players included in this report are:

Harboe's Brewery

The Coca-Cola Company

Britvic PLC.

Tovali Limited

J Sainsbury plc

Nichols plc

PepsiCo Inc.

Suntory group (Lucozade Ribena Suntory Ltd.)

Carlsberg Breweries A/S

Belvoir Fruit Farms Ltd.

Recent Developments in the Market:

In April 2022, Britvic announced the expansion of its Robinsons beverage offering with the introduction of Beneficiary drops, on-the-go vitality, peach, mango, vitamin-enhanced squash drops, etc.

Global Squash Drinks Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Nature, Product Type, Base Type, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Nature

Regular

Blended

By Product Type

Added Sugar

No-added Sugar

By Base Type

Berry

Citrus Fruit

Tropic & Exotic Fruits

Mixed Fruits

Others

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
RoLA
Rest of the World

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