

Global Wheatgrass Products Market Size study, byType (Juice, Powder) by Nature (Natural, Organic) by End-Use (Industrial (Food & Beverages, Nutraceuticals, Personal Care & Cosmetics, Pharmaceuticals, Pet Food), Household) by Packaging type (Pouches, Tins, Bottles, Sachets, Capsules)by Distribution Channel (B2B, B2C(Hypermarkets, Convenience Store, Specialty Store, Online Retailers, Others))and Regional Forecasts 2021-2027

<https://marketpublishers.com/r/G106A9849AC3EN.html>

Date: June 2021

Pages: 200

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

ID: G106A9849AC3EN

Abstracts

Global Wheatgrass ProductsMarket is valued approximately XX in 2020 and is anticipated to grow with a healthy growth rate of more than XX over the forecast period 2021-2027. Wheatgrass is a plant that grows in the triticumaestivum family. It's recognized as a super-healthy food with numerous advantages. It's typically consumed as a fresh juice, but it's also available as a powder. Wheatgrass juice is a natural diet that is consumed fresh. Wheatgrass is becoming increasingly popular among customers as a result of its numerous health benefits. Wheat grass products, whether in juice or direct compression, are mostly used by health-conscious customers and athletes. Wheat grass contains up to 70% chlorophyll, which helps the body absorb oxygen.It also has a significant amount of antioxidants, is high in vitamins and minerals, functions as a detoxifier due to the presence of superoxide dismutase (SOD), and contains digestive enzymes. Wheatgrass juice and goods are gluten-free, which is another important factor in their popularity. Wheatgrass products are popular among middle-aged and older people who want to boost their immune systems.As a result, manufacturers have increased their research efforts in order to develop new formulas or expand the range of wheatgrass products available to meet the demands and

preferences of individual consumers. Manufacturers are diversifying their product ranges to include more environmentally friendly options. Consumers have become more selective in their choices, favouring eco-friendly packaging, clean label products, and animal welfare methods. As a result, quality and ethics are becoming increasingly important in the sector. For instance, Glanbia PLC purchased Amazing Grass, a brand of Grass Advantage LLC, in 2017. Glanbia PLC is a multinational nutrition company with 32 locations throughout the world. This combination will assist the organization in reaching out to new customers. However, the wheatgrass industry is being hampered by a number of problems. Wheatgrass use can cause nausea, headaches, allergic reactions, intestinal problems, constipation, fever, and throat swelling, among other things. Also, wheatgrass is progressively being used in the cosmetic industry to generate healthy skincare and beauty products, which is likely to increase the market growth during the forecast period.

In 2021, the market for wheatgrass products in North America had a maximum share of about 30%. The United States will control over 80% of the region by 2021. Throughout the projected period, the United States will be one of the most profitable markets, with strong spending power being a primary driver. The United States is considered a mature market for wheatgrass, with a well-established consumer base. Wheatgrass products are predicted to expand in popularity in the Asia-Pacific area owing to an ageing population, higher disposable income, and improved health awareness. The majority of prominent wheatgrass product manufacturers seek to extend their revenue base by focusing on emerging economies such as China and India.

Major market player included in this report are:

Now Foods

Synergy Natural Dynamic Greens Wheatgrass Juice

Navitas Organics

My protein

Pines International, Inc.

Herbco International Inc.

Nutriblade

Girmes Wheatgrass

E-phamax

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:

ByType:

Juice

Powder

Hybrid

ByNature:

Natural

Organic

By End-Use Application:

Industrial

- Food & Beverages
- Nutraceuticals
- Personal Care & Cosmetics
- Pharmaceuticals
- Pet Food

Household

By Packaging Type:

Pouches

Tins

Bottles

Sachets

Capsules

By Distribution Channel:

B2B

B2C

- Hypermarket
- Convenience Store
- Speciality Store
- Online Retailers
- Others

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 Wheatgrass ProductsMarket 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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