

Global Soy Beverage Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Soy beverage, also known as soy milk, is a plant-based drink produced from soybeans. It is a popular dairy milk alternative due to its nutritional value, lactose-free nature, and suitability for individuals with lactose intolerance or dietary preferences. The soy beverage market has witnessed significant growth in recent years, driven by increasing health consciousness, rising vegan and vegetarian populations, and growing awareness of lactose intolerance.

As of 2023, the global soy beverage market size stands at approximately \$4.2 billion. The market is expected to grow at a Compound Annual Growth Rate (CAGR) of 7.5% from 2024 to 2032. This growth can be attributed to several key factors, including the shift towards plant-based diets, the increasing prevalence of lactose intolerance, and the rising demand for dairy alternatives.

One of the primary drivers of the soy beverage market is the growing consumer awareness regarding the health benefits associated with soy products. Soy beverages are rich in protein, essential amino acids, vitamins, and minerals, making them a nutritious choice for consumers seeking a healthy lifestyle. Additionally, the environmental sustainability of soy production compared to dairy farming has also contributed to the market's growth.

Another significant driver is the expanding vegan and vegetarian population globally. As more consumers adopt plant-based diets for health, ethical, and environmental reasons, the demand for soy beverages as a dairy substitute continues to rise. Moreover, the increasing availability of flavored and fortified soy milk variants has further fueled market

growth, appealing to a broader consumer base.

In terms of market trends, the soy beverage industry is witnessing a surge in product innovation and diversification. Manufacturers are introducing new flavors, organic options, and fortified varieties to cater to evolving consumer preferences. Additionally, the growing popularity of ready-to-drink soy beverages and the expansion of distribution channels, including online retail platforms, are driving market growth and accessibility.

Regionally, Asia Pacific dominates the soy beverage market, led by countries like China, Japan, and South Korea, where soy-based products have a long-standing cultural presence. North America and Europe are also significant markets, driven by increasing health consciousness and the adoption of plant-based diets. These regions benefit from strong distribution networks and a well-established market for dairy alternatives.

Despite the market's growth prospects, challenges such as competition from other plant-based milk alternatives (e.g., almond milk, oat milk), fluctuating soybean prices, and regulatory hurdles related to labeling and health claims remain key concerns for industry players. Adapting to changing consumer preferences, maintaining product quality, and sustainable sourcing practices will be crucial for companies to stay competitive in the evolving soy beverage market landscape.

This report provides a deep insight into the global Soy Beverage market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Soy Beverage Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Soy Beverage market in any manner.

Global Soy Beverage Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Danone

Organic Valley

Hain Celestial

Eden Foods

Devansoy

Natural Foods

Trader Joe's

Jaffe Bros

Kikkoman

Market Segmentation (by Type)

Soy Milk

Soy-Based Drinkable Yogurt

Others

Market Segmentation (by Application)

Supermarket

Convenience Store

Online Retail Store

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Soy Beverage Market

Overview of the regional outlook of the Soy Beverage Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Soy Beverage Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Soy Beverage

1.2 Key Market Segments

1.2.1 Soy Beverage Segment by Type

1.2.2 Soy Beverage Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 SOY BEVERAGE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Soy Beverage Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Soy Beverage Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 SOY BEVERAGE MARKET COMPETITIVE LANDSCAPE

3.1 Global Soy Beverage Sales by Manufacturers (2019-2024)

3.2 Global Soy Beverage Revenue Market Share by Manufacturers (2019-2024)

3.3 Soy Beverage Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Soy Beverage Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Soy Beverage Sales Sites, Area Served, Product Type

3.6 Soy Beverage Market Competitive Situation and Trends

3.6.1 Soy Beverage Market Concentration Rate

3.6.2 Global 5 and 10 Largest Soy Beverage Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 SOY BEVERAGE INDUSTRY CHAIN ANALYSIS

- 4.1 Soy Beverage Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SOY BEVERAGE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 SOY BEVERAGE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Soy Beverage Sales Market Share by Type (2019-2024)
- 6.3 Global Soy Beverage Market Size Market Share by Type (2019-2024)
- 6.4 Global Soy Beverage Price by Type (2019-2024)

7 SOY BEVERAGE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Soy Beverage Market Sales by Application (2019-2024)
- 7.3 Global Soy Beverage Market Size (M USD) by Application (2019-2024)
- 7.4 Global Soy Beverage Sales Growth Rate by Application (2019-2024)

8 SOY BEVERAGE MARKET SALES BY REGION

- 8.1 Global Soy Beverage Sales by Region
 - 8.1.1 Global Soy Beverage Sales by Region
 - 8.1.2 Global Soy Beverage Sales Market Share by Region
- 8.2 Global Soy Beverage Market Size by Region
 - 8.2.1 Global Soy Beverage Market Size by Region

8.2.2 Global Soy Beverage Market Size Market Share by Region

8.3 North America

8.3.1 North America Soy Beverage Sales by Country

8.3.2 North America Soy Beverage Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Soy Beverage Sales by Country

8.4.2 Europe Soy Beverage Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Soy Beverage Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Soy Beverage Market Size by Region

8.6.2 Asia Pacific Soy Beverage Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Soy Beverage Sales by Country

8.7.2 South America Soy Beverage Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Soy Beverage Sales by Region

8.8.2 Middle East and Africa Soy Beverage Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 SOY BEVERAGE MARKET PRODUCTION BY REGION

9.1 Global Production of Soy Beverage by Region (2019-2024)

9.2 Global Soy Beverage Revenue Market Share by Region (2019-2024)

9.3 Global Soy Beverage Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Soy Beverage Production

9.4.1 North America Soy Beverage Production Growth Rate (2019-2024)

9.4.2 North America Soy Beverage Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Soy Beverage Production

9.5.1 Europe Soy Beverage Production Growth Rate (2019-2024)

9.5.2 Europe Soy Beverage Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Soy Beverage Production (2019-2024)

9.6.1 Japan Soy Beverage Production Growth Rate (2019-2024)

9.6.2 Japan Soy Beverage Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Soy Beverage Production (2019-2024)

9.7.1 China Soy Beverage Production Growth Rate (2019-2024)

9.7.2 China Soy Beverage Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Danone

10.1.1 Danone Soy Beverage Basic Information

10.1.2 Danone Soy Beverage Product Overview

10.1.3 Danone Soy Beverage Product Market Performance

10.1.4 Danone Business Overview

10.1.5 Danone Soy Beverage SWOT Analysis

10.1.6 Danone Recent Developments

10.2 Organic Valley

10.2.1 Organic Valley Soy Beverage Basic Information

10.2.2 Organic Valley Soy Beverage Product Overview

10.2.3 Organic Valley Soy Beverage Product Market Performance

- 10.2.4 Organic Valley Business Overview
- 10.2.5 Organic Valley Soy Beverage SWOT Analysis
- 10.2.6 Organic Valley Recent Developments
- 10.3 Hain Celestial
 - 10.3.1 Hain Celestial Soy Beverage Basic Information
 - 10.3.2 Hain Celestial Soy Beverage Product Overview
 - 10.3.3 Hain Celestial Soy Beverage Product Market Performance
 - 10.3.4 Hain Celestial Soy Beverage SWOT Analysis
 - 10.3.5 Hain Celestial Business Overview
 - 10.3.6 Hain Celestial Recent Developments
- 10.4 Eden Foods
 - 10.4.1 Eden Foods Soy Beverage Basic Information
 - 10.4.2 Eden Foods Soy Beverage Product Overview
 - 10.4.3 Eden Foods Soy Beverage Product Market Performance
 - 10.4.4 Eden Foods Business Overview
 - 10.4.5 Eden Foods Recent Developments
- 10.5 Devansoy
 - 10.5.1 Devansoy Soy Beverage Basic Information
 - 10.5.2 Devansoy Soy Beverage Product Overview
 - 10.5.3 Devansoy Soy Beverage Product Market Performance
 - 10.5.4 Devansoy Business Overview
 - 10.5.5 Devansoy Recent Developments
- 10.6 Natural Foods
 - 10.6.1 Natural Foods Soy Beverage Basic Information
 - 10.6.2 Natural Foods Soy Beverage Product Overview
 - 10.6.3 Natural Foods Soy Beverage Product Market Performance
 - 10.6.4 Natural Foods Business Overview
 - 10.6.5 Natural Foods Recent Developments
- 10.7 Trader Joe's
 - 10.7.1 Trader Joe's Soy Beverage Basic Information
 - 10.7.2 Trader Joe's Soy Beverage Product Overview
 - 10.7.3 Trader Joe's Soy Beverage Product Market Performance
 - 10.7.4 Trader Joe's Business Overview
 - 10.7.5 Trader Joe's Recent Developments
- 10.8 Jaffe Bros
 - 10.8.1 Jaffe Bros Soy Beverage Basic Information
 - 10.8.2 Jaffe Bros Soy Beverage Product Overview
 - 10.8.3 Jaffe Bros Soy Beverage Product Market Performance
 - 10.8.4 Jaffe Bros Business Overview

10.8.5 Jaffe Bros Recent Developments

10.9 Kikkoman

10.9.1 Kikkoman Soy Beverage Basic Information

10.9.2 Kikkoman Soy Beverage Product Overview

10.9.3 Kikkoman Soy Beverage Product Market Performance

10.9.4 Kikkoman Business Overview

10.9.5 Kikkoman Recent Developments

11 SOY BEVERAGE MARKET FORECAST BY REGION

11.1 Global Soy Beverage Market Size Forecast

11.2 Global Soy Beverage Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Soy Beverage Market Size Forecast by Country

11.2.3 Asia Pacific Soy Beverage Market Size Forecast by Region

11.2.4 South America Soy Beverage Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Soy Beverage by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Soy Beverage Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Soy Beverage by Type (2025-2032)

12.1.2 Global Soy Beverage Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Soy Beverage by Type (2025-2032)

12.2 Global Soy Beverage Market Forecast by Application (2025-2032)

12.2.1 Global Soy Beverage Sales (K MT) Forecast by Application

12.2.2 Global Soy Beverage Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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