Southeast Asia Data Analytics Market 2023

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Abstracts

Superfoods are considered highly nutritious and beneficial for health due to their high content of vitamins, minerals, antioxidants, and other beneficial compounds. These foods are often associated with various health benefits, such as boosting immunity, improving digestion, and reducing the risk of chronic diseases. As people become more aware of the importance of a healthy diet, there is a growing demand for foods that offer superior nutritional value. Superfoods are seen as a convenient way to incorporate essential nutrients into one's diet.

According to the latest estimates, the superfoods market in Europe is set to achieve an incremental growth of USD 13.4 billion, accelerating at a CAGR of almost 5.17% during the forecast period 2023-2029.

The report covers market size and growth, segmentation, country breakdowns, competitive landscape, trends and strategies for superfoods market in Europe. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

Market Segmentation
Type: fruits, roots, vegetables, herbs, others
Category: conventional, organic
Application: beverages, functional food, nutraceuticals, cosmetics, dehydrated fruits, powder, others
Distribution channel: supermarkets and hypermarkets, convenience stores, independent retail organic chains, non-store-based, others
Country: Germany, France, UK, Spain, Italy, Rest of Europe
Beverages: single strength juice, kombucha, shots, smoothies, energy drinks, fortified

drinks, others

Functional food: blended powder, ready to make smoothie powder

This industry report offers market estimates and forecasts of the Europe market, followed by a detailed analysis of the type, category, application, distribution channel, and country. The Europe market for superfoods can be segmented by type: fruits, roots, vegetables, herbs, others. According to the research, the fruits segment had the largest share in the superfoods market in Europe. Superfoods market is further segmented by category: conventional, organic. In 2022, the conventional segment made up the largest share of revenue generated by the superfoods market. Based on application, the superfoods market is segmented into: beverages, functional food, nutraceuticals, cosmetics, dehydrated fruits, powder, others. Among these, the beverages segment was accounted for the highest revenue generator in 2022. On the basis of distribution channel, the superfoods market also can be divided into: supermarkets and hypermarkets, convenience stores, independent retail organic chains, non-store-based, others. The non-store-based segment captured the largest share of the market in 2022. Superfoods market by country is categorized into: Germany, France, UK, Spain, Italy, Rest of Europe. According to the research, UK had the largest share in the superfoods market in Europe.

The beverages market is further segmented into single strength juice, kombucha, shots, smoothies, energy drinks, fortified drinks, others. The latest analysis indicates that the energy drinks segment occupied the largest share of this market in 2022 and is expected to draw the highest demand in coming years. Furthermore, the functional food market has been categorized into blended powder, ready to make smoothie powder. In Europe, the blended powder segment made up the largest share of the superfoods market.

Major Companies and Competitive Landscape

The report also provides analysis of the key companies of the industry and their detailed company profiles including Aduna Ltd., Creative Nature Ltd., Food Impact SA, Indigo Herbs Ltd., Navi Organics Ltd., NUA Naturals, Nutrisure Ltd T/A Naturya, Rheal Superfoods Ltd., The Cornish Seaweed Company, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Scope of the Report

To analyze and forecast the market size of the superfoods market in Europe.
To classify and forecast the superfoods market in Europe based on type, category,

application, distribution channel, country.

To identify drivers and challenges for the superfoods market in Europe.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the superfoods market in Europe.

To identify and analyze the profile of leading players operating in the superfoods market in Europe.

Why Choose This Report

Gain a reliable outlook of the superfoods market in Europe forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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Contents

PART 7. SOUTHEAST ASIA DATA ANALYTICS MARKET BY DEPLOYMENT MODE

7.1 On-cloud
7.2 On-premises

PART 8. SOUTHEAST ASIA DATA ANALYTICS MARKET BY APPLICATION

8.1 Enterprise resource planning
8.2 Supply chain management
8.3 Human resource management
8.4 Database management
8.5 Others

PART 9. SOUTHEAST ASIA DATA ANALYTICS MARKET BY END USER

9.1 Financial
9.2 IT and telecommunication
9.3 Manufacturing
9.4 Retail
9.5 Energy and power
9.6 Healthcare
9.7 Transport
9.8 Media
9.9 Others

PART 10. SOUTHEAST ASIA DATA ANALYTICS MARKET BY FUNCTION

10.1 Sales analytics
10.2 Marketing analytics
10.3 Accounting and finance analytics
10.4 HR analytics
10.5 Operational analytics
10.6 Others

PART 11. SOUTHEAST ASIA DATA ANALYTICS MARKET BY COUNTRY

11.1 Philippines
11.2 Singapore
11.3 Malaysia

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