

Coconut Water Market Size, Share & Trends Analysis Report By Packaging (Tetra Pack, Plastic Bottle), By Form (Powder, Liquid), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Coconut Water Market Growth & Trends

The global coconut water market size is expected to reach USD 14.06 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 16.1% from 2020 to 2027. The rising adoption of healthy and natural drinks among all age groups across the globe is crucial for market growth. Moreover, several health benefits associated with the product are propelling the demand for the product as a nutritional drink among consumers.

Over the past few years, consumers are increasingly adopting healthy and nutritional drinks instead of high sugary carbonated drinks. Coconut is one of the world's most nutritious fruits, with almost 95% water and very little fat. Moreover, it is an excellent source of antioxidants, minerals, protein, fiber, and several other essential nutrients. This plant-based drink is also beneficial for several chronic diseases, such as diabetes, kidney stones, cardiovascular diseases, and blood pressure.

Gym-goers and athletes are increasingly adopting this drink owing to its excellent hydration and replenishing properties during prolonged exercise. In addition to this, the product is widely used in preparing various Asian cuisines due to its nutritional benefits. The properties of the product are anticipated to boost the market growth over the

forecast period.

Central and South America emerged as the largest regional market with a share of more than 25.0% in 2019, as coconut water is widely consumed as a functional drink in Brazil and Argentina. Europe is anticipated to be the fastest-growing regional market with a CAGR of 17.6% from 2020 to 2027 due to the rising adoption of plant-based nutritional drinks among the young population.

Coconut Water Market Report Highlights

By packaging, the tetra pack segment accounted for the largest revenue share of more than 40.0% in 2019. Such packaging formats are expected to gain popularity among consumers as they offer a long life to the liquid packaged inside

The liquid form segment held the largest share of more than 80.0% in 2019. Most manufacturers in the industry offer the product in the liquid form as these products are ready for consumption and can be consumed on the go

The online distribution channel segment is expected to register the fastest CAGR of 17.0% from 2020 to 2027. The online channel has emerged as the new preferred channel for shopping among generation Y, Z, and Alpha

Product innovation is expected to remain one of the key strategies among the industry participants to sustain the competition.

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