

Packaged Cactus Water Market Size, Share & Trends Analysis Report By Product (Plain, Flavored), By Distribution Channel (Offline, Online), By Region (North America, Europe, APAC, Central & South America, MEA), And Segment Forecasts, 2020 - 2027

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Abstracts

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Packaged Cactus Water Market Growth & Trends

The global packaged cactus water market size is expected to reach USD 73.7 million by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 20.4% from 2020 to 2027. The rising popularity of the product among the athletes and fitness enthusiasts as a functional drink is expected to drive the market in the upcoming years. These beverages are manufactured with prickly pear fruit or dragon fruits, which contain several beneficial nutrients, such as amino acid (taurine), electrolytes, betalains, magnesium, and potassium.

These nutrients help boost athletic performance, repair muscle tissues, hydrate the body, reduce inflammation, improve skin, manage fluid balance, enhance heart function, boost immunity, improve bone health, and prevent diabetes. Therefore, the product has been gaining traction among fitness enthusiasts, athletes, and health-conscious consumers. Furthermore, the hydrating property of the product helps to reduce the risk of a hangover caused by alcohol consumption. This benefit has widened the application of the product. In the recent few years, the product has been used in cocktails due to its hangover reducing function and sweet taste.

The flavored product segment accounted for the largest share of more than 60.0% in 2019. The natural berry-like taste of the drink makes it ideal for blending with other

fruits. Some of the popular flavors in the industry are lime, watermelon, strawberry, mango, pineapple, papaya, cucumber, pear, peach, and star fruit.

North America dominated the market with over 50.0% share of total revenue in 2019. The easy availability of the products in the region due to the existence of major firms in the U.S. has fueled product sales. Several retail chains in the region, including Kroger; Whole Foods Market; AJ's Fine Foods; Tesco PLC; Sprouts Farmers Market, Inc.; and a Safeway Inc., offer the product across the region.

Packaged Cactus Water Market Report Highlights

Asia Pacific is projected to register the fastest CAGR of 21.3% from 2020 to 2027 on account of the strong popularity of healthy drinks in countries, such as China and New Zealand

Offline distribution channels dominated the market by accounting for over 80.0% share of the global revenue in 2019. The choice of physical verification from such channels is anticipated to boost the segment growth in the near future

In terms of product, the flavored segment held the largest share in 2019 and accounted for more than 60.0% share of the total revenue. New product launches in the flavored segment are expected to have a positive impact on segment growth.

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