

# **Packaged Milkshakes Market Size, Share & Trends Analysis Report By Packaging Material (Paper, Tin, Glass, Plastic), By Flavor (Chocolate, Vanilla, Strawberry, Others), By Region, And Segment Forecasts, 2024 - 2030**

<https://marketpublishers.com/r/PDEFBDA97E1BEN.html>

Date: October 2024

Pages: 100

Price: US\$ 5,950.00 (Single User License)

ID: PDEFBDA97E1BEN

## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Packaged Milkshakes Market Growth & Trends**

The global packaged milkshakes market size is expected to reach USD 427.5 million by 2030, registering a CAGR of 7.3% from 2024 to 2030, according to a new report by Grand View Research, Inc. Growing health consciousness among young consumers, coupled with its essential nutritional content such as vitamin and protein, is expected to propel the market growth in the forecast period.

Based on packaging material, the paper segment dominated the market, accounting for 37.2% share of the overall revenue in 2018. Low packaging cost associated with it makes it favourable for the manufacturers. High demand for tetra packs has driven the market for paper as a packaging material. Apart from paper, the glass segment is expected to witness significant growth in the forecast period. The salient features including non-reactiveness of the product keep the milkshake safe for a longer life, thus fuelling the market demand for the segment.

Chocolate flavor accounted for the largest share of 39.2% in 2018. Health benefits associated with it makes it the most preferred flavor among the health conscious young consumer groups. Along with the health benefits, chocolate flavor milkshake is widely accepted by the younger age groups, which is expected to drive the segment in the

forecast period.

Asia Pacific led the industry for packaged milkshake and accounted for 32.0% share of the global revenue. China is found to be the fastest growing market in APAC with a CAGR of 6.4% in the forecast period. Presence of leading market players, along with interactive advertisements, has led to the market growth in the region. Apart from APAC, MEA is found to be the fastest growing region due to hot and humid climatic conditions and growing corporate sector in countries such as Dubai.

### Packaged Milkshakes Market Report Highlights

The chocolate flavor segment held the largest packaged milkshakes industry revenue share in 2023.

Based on packaging materials, the plastic segment dominated the global market and accounted for a revenue share of 34.9% in 2023.

The Middle East & Africa packaged milkshakes market is expected to experience the fastest CAGR of 8.2% during the forecast period.

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