

Pineapple Juice Market Size, Share & Trends Analysis Report By Packaging (Tetra Pak Cartons, Metal Cans, Plastic), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028

<https://marketpublishers.com/r/P809A41F61F6EN.html>

Date: May 2022

Pages: 78

Price: US\$ 3,950.00 (Single User License)

ID: P809A41F61F6EN

Abstracts

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Pineapple Juice Market Growth & Trends

The global pineapple juice market size is expected to reach USD 4.10 billion by 2028, registering a CAGR of 8.1% from 2022 to 2028, according to a new report by Grand View Research, Inc. The increasing consumption of fruit juice among consumers due to the multiple health benefits provided is the major driving factor of the market. Furthermore, continuously changing lifestyles and eating patterns of consumers have resulted in the increased intake of healthy, affordable, and quick sources of energy and nutrition like packaged fruit juice are propelling the growth of the market.

Moreover, a lockdown situation has been observed during the COVID 19 pandemic, and it showed a positive impact on the fruit juice market due to increased consumption of processed food and ready-to-eat drink owing to health benefits associated with them. Moreover, the increasing demand for fruit juice and its products during the COVID pandemic has created opportunities for the market players.

The tetra pak cartons segment is expected to register the highest CAGR of 9.7% from 2022 to 2028. The increasing demand for innovative and attractive packaging for fruit juice products is propelling the growth of this segment. The rising consumption of pineapple juice as this product is convenient and quick sources of energy and nutrition are major driving force of this segment. Moreover, companies are adopting these

cartons for packaging due to their environmentally friendly, sustainable, and fully recyclable which in turn will drive industry demand over the forecast period

The online retail segment is expected to expand at a higher CAGR of 8.5% from 2022 to 2028 in the global market. The growth of online distribution channels is attributed due to the availability of online platforms via shopping portals and mobile apps. It is also observed that companies, distributors, and retailers are adopting the online platform to sell pineapple juice. As a result of this, the online segment is gaining traction compared to offline.

North America dominated the market with a revenue share of over 35% in 2021. Factors such as increasing per capita consumption, disposal income, and a healthy lifestyle are contributing to the growth of this market. The increasing awareness about the health benefits of consuming fruit juice in this region is propelling the growth of the market. Moreover, the rising consumption of pineapple juice products in the U.S., and Canada due to the presence of high nutrition, low calories, and low sugar in this juice has projected market growth.

Pineapple Juice Market Report Highlights

North America is expected to register the largest market share of over 35% in the 2021 owing to increasing awareness about the health benefits

Tetra pak cartons segment is expected to foresee the fastest growth, with a CAGR of 9.7% from 2022 to 2028 due increasing demand for innovative and attractive packaging for fruit juice products

Offline channel held the largest market in share in 2021, contributed around 80% of the total revenue due to consumers are preferring offline for purchasing consumer goods, grocery as well as pineapple juice

Asia Pacific is expected to register the fastest growth of 9.4% CAGR from 2022 to 2028 due to the rising consumption of fruit juice products

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