

# Smoothies Market Size, Share & Trend Analysis Report By Product (Dairy-based, Fruit-based), By Distribution Channel (Smoothie Bars, Restaurants, Supermarkets & Convenience Stores), By Region, And Segment Forecasts, 2022 - 2028

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## Abstracts

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### Smoothies Market Growth & Trends

The global smoothies market size is expected to reach USD 12.42 Billion by 2028, registering a CAGR of 9.3% during the forecast period from 2022 to 2028, according to a new report by Grand View Research, Inc. This can be attributed to the growing consumption of healthy beverages from emerging economy such as China and India. Moreover, the market is expected to witness a strong growth scenario, owing to the change in lifestyle and food consumption habits over the forecast period.

UK government has taken initiatives and reforms in health policies which led to a significant impact on the market. UK government had launched healthy eating recommendations for the citizens. Eatwell Guide (The U.K.) had revealed that the 150 ml consumption of fruit-based smoothies on daily basis reduces the risk of tooth decay. These initiatives are aimed at generating awareness in the citizens to consume fruit-based smoothies, which in turn will drive the industry demand.

The outbreak of COVID-19 had positive impact on the global smoothies market. With the spread of infection, consumers turned towards healthy and nutritious beverage products to stay healthy and safe. The smoothies experienced increase in demand due to the high nutritious, low calorie, and high protein content it offers. Additionally, due to

pandemic consumer's inclination towards stockpiling comfort food including smoothies increased significantly. On the other side the lockdown has slowed down the supply chain as restaurants and smoothie bars were closed. The supply chain disruption had impacted on the market growth during the financial year 2020 - 2021.

The rising demand for dairy-based product such as caramela macchiatto and the gladiator flavor of coffee are anticipated to boost the market growth. The dairy product is majorly consumed to fulfil the demand of proteins and vitamins. The key players of smoothies are procuring innovative products which consist of natural taste of the fruits along with dietary fiber content. At present, key players are focusing to procure fat-free smoothies product in order to maintain healthy diet. Hence, smoothies market is expected to showcase growth during the forecast period.

Fruit-based segment contributed to the highest share of over 50% in the global market revenue in 2021. Rising investment in the food & beverages sector by various companies is propelling the market growth. Moreover, the growing need to reduce sugar cravings and the rising fitness concern among consumers to maintain healthy lifestyle will augment the sales of fruit-based product during the forecast period.

North America dominated the industry with a revenue share of over 35% in 2021. The growing adoption of smoothies in the U.S. to maintain body metabolism is further propelling the market growth. The increasing disposable income of developed countries to consume healthy beverages is a major factor to aid market growth. The key players located in the U.S. and Canada are providing the smoothies at economical rate that reward the healthy lifestyle of consumers.

### Smoothies Market Report Highlights

Fruit-based segment contributed to the highest share of over 50% in the global revenue in 2021 due to the increasing demand for fruit-based organic smoothies from the U.S. and Canada.

Supermarkets & convenience stores held the largest share in 2021, contributed over 45% of the total revenue due to its cold chain management and the various range of smoothies' products at lower price.

North America dominated by contributing over 35% in the global revenue in 2021 due the growing adoption of smoothies in the U.S. to maintain body metabolism.

Asia Pacific is expected to register the fastest growth of 10.1% CAGR from 2022 to 2028 owing to rising trend of fruit-based smoothies in developing countries including China and India.

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