

Superfood Powders Market Size, Share & Trends Analysis Report By Product (Organic, Conventional), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/S9F7A385F72AEN.html>

Date: June 2022

Pages: 80

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

ID: S9F7A385F72AEN

Abstracts

This report can be delivered to the clients within 1 Business Day

Superfood Powders Market Growth & Trends

The global superfood powders market size is expected to reach USD 11.50 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 7.2% from 2022 to 2030. The market has witnessed rapid growth in recent years and has caught consumers' attention owing to the increasing prevalence of obesity and diabetes and consumers opting for healthy diets. Growing consumer need for antioxidants, phytochemicals, vitamins, and minerals has increased the popularity of superfood powders in past years. The product has grown into a commercial product in the U.S. and several companies are investing in superfood powders.

Some of the popular superfoods are salmon, kale, a?ai berries, kefir, and almonds. When incorporated into a well-balanced diet, superfoods can promote heart health and weight loss, improve energy levels, and even reduce the effects of aging. Thus, consumers are looking for convenient ways to add these superfoods to their diet, which is driving the demand for powders.

In response to the increase in the frequency of diet-related diseases such as diabetes, obesity, or cancer, the search for healthy diets has led to a surge in the demand for functional foods with multiple benefits, among which are superfoods. Many countries

globally have witnessed a shift in the preference for functional foods as the trade of superfoods has increased over the past decade.

The organic product segment is expected to witness lucrative growth over the forecast period. Organic foods have been gaining traction among consumers as people are becoming aware of the associated benefits and long-term impact on their health. Many superfood brands have been targeting consumers by labeling their products as “organic” and made with “natural ingredients”. Additionally, due to the COVID-19 pandemic, consumers globally are concerned about their eating habits and are seeking healthier options in their daily diet.

The offline distribution channel segment held the largest revenue share in 2021. Superfoods are being increasingly sold through hypermarkets, supermarkets, convenience stores, and pharmacies. A large number of consumers prefer buying food products from offline stores due to the shopping experience of these stores. Brick-and-mortar specialty stores are among the major distributors of these products. The market is characterized by the presence of a few well-established players and several small- and medium-sized players with a strong presence across the globe. Leading manufacturers hold a significant market share in North America.

Superfood Powders Market Report Highlights

North America held the largest revenue share in 2021 as consumers are consuming superfood powders in order to boost immunity, prevent diseases, and complete their daily intake of important micronutrients

The organic product segment is expected to expand at the fastest CAGR over the forecast period. Organic foods have been gaining traction among consumers as people are becoming aware of the associated benefits and long-term impact on their health

The online distribution channel segment is expected to expand at the fastest CAGR of 9.3% from 2022 to 2030. Driven by pandemic-led facts and figures, manufacturers of superfood powders switched to online platforms to reach more consumers and offer better-quality products

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook

CHAPTER 3. SUPERFOOD POWDERS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power
 - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Superfood Powders Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Superfood Powders Market

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. SUPERFOOD POWDERS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Conventional
 - 5.2.1. Conventional superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Organic
 - 5.3.1. Organic superfood powders market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 6. SUPERFOOD POWDERS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2030
- 6.2. Online
 - 6.2.1. Superfood powders market estimates and forecast, through Online channel, 2017 - 2030 (USD Million)
- 6.3. Offline
 - 6.3.1. Superfood powders market estimates and forecast, through Offline channel, 2017 - 2030 (USD Million)

CHAPTER 7. SUPERFOOD POWDERS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Regional Movement Analysis & Market Share, 2021 & 2030

7.2. North America

7.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.5. U.K.

7.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4.4. China

7.4.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.4.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4.5. India

7.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.4.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.5. Argentina

7.5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.6. Chile

7.5.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.7. Peru

7.5.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.7.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.8. Colombia

7.5.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.8.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.8.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6.4. South Africa

7.6.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE AND VENDOR LANDSCAPE

- 8.1. Key global players, recent developments & their impact on the industry
- 8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 8.3. Vendor Landscape
 - 8.3.1. Key company market share analysis, 2021

CHAPTER 9. COMPANY PROFILES

- 9.1. Sunfood
 - 9.1.1. Company Overview
 - 9.1.2. Financial Performance
 - 9.1.3. Product Benchmarking
 - 9.1.4. Strategic Initiatives
- 9.2. Suncore Foods Inc.
 - 9.2.1. Company Overview
 - 9.2.2. Financial Performance
 - 9.2.3. Product Benchmarking
 - 9.2.4. Strategic Initiatives
- 9.3. Glanbia PLC
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Product Benchmarking
 - 9.3.4. Strategic Initiatives
- 9.4. Your Super
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Naturya
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Terrasoul Superfoods

- 9.6.1. Company Overview
- 9.6.2. Financial Performance
- 9.6.3. Product Benchmarking
- 9.6.4. Strategic Initiatives
- 9.7. Navitas Organics
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. Nature's Superfoods
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Orgain
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Country Farms
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Product Benchmarking
 - 9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Superfood powders market - Driving factor market analysis
2. Superfood powders market - Restraint factor market analysis
3. Conventional superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
4. Organic superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
5. Superfood powders market estimates and forecast, through offline channel, 2017 - 2030 (USD Million)
6. Superfood powders market estimates and forecast, through online channel, 2017 - 2030 (USD Million)
7. North America superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
8. North America superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
9. North America superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
10. U.S. superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
11. U.S. superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
12. U.S. superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
13. Europe superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
14. Europe superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
15. Europe superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
16. Germany superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
17. Germany superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
18. Germany superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
19. U.K. superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
20. U.K. superfood powders market estimates and forecast, by product, 2017 - 2030

(USD Million)

21. U.K. superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
22. Asia Pacific superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
23. Asia Pacific superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
24. Asia Pacific superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
25. China superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
26. China superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
27. China superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
28. India superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
29. India superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
30. India superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
31. Conventional superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
32. Central and South America superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
33. Central and South America superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
34. Brazil superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
35. Brazil superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
36. Brazil superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
37. Argentina superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
38. Argentina superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
39. Argentina superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
40. Chile superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
41. Chile superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)

42. Chile superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
43. Peru superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
44. Peru superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
45. Peru superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
46. Colombia superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
47. Colombia superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
48. Colombia superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
49. Middle East & Africa superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
50. Middle East & Africa superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
51. Middle East & Africa superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
52. South Africa superfood powders market estimates and forecast, 2017 - 2030 (USD Million)
53. South Africa superfood powders market estimates and forecast, by product, 2017 - 2030 (USD Million)
54. South Africa superfood powders market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
55. Company categorization

List Of Figures

LIST OF FIGURES

1. Superfood powders market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. Superfood powders market - Penetration & growth prospect mapping
7. Superfood powders market - Value chain analysis
8. European import of avocados, tons, 2016 - 2020
9. Superfood powders market: Porter's five forces analysis
10. Roadmap of the Superfood Powders Market
11. Increase in Google search for superfood trends during COVID-19, 2019 - 2020
12. Factors affecting buying decisions for superfood powders
13. Superfood powders market: Product share (%) analysis, 2021 & 2030
14. Superfood powders market: Distribution channel share (%) analysis, 2021 & 2030
15. Superfood powders market: Regional share (%) analysis, 2021 & 2030 (USD Million)
16. Key superfood powders company market share analysis, 2021

I would like to order

Product name: Superfood Powders Market Size, Share & Trends Analysis Report By Product (Organic, Conventional), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2030

Product link: <https://marketpublishers.com/r/S9F7A385F72AEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S9F7A385F72AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970