

Coconut Water Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/C316949C5F8EEN.html>

Date: June 2023

Pages: 148

Price: US\$ 2,499.00 (Single User License)

ID: C316949C5F8EEN

Abstracts

The global coconut water market size reached US\$ 6.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 16.5 Billion by 2028, exhibiting a growth rate (CAGR) of 16.5% during 2023-2028.

Coconut water is the clear liquid found inside green coconuts. It has a sweet and nutty flavor and contains easily digestible carbohydrates in the form of natural electrolytes and sugars. Rich in potassium, sodium, manganese, calcium and magnesium, it is widely consumed as a low-calorie refreshing beverage that aids in preventing dehydration. It also contains cytokines and phytohormones, which have various antiaging, anticarcinogenic and antithrombic properties.

The increasing health consciousness among the masses is one of the key factors driving the growth of the market. With the rising prevalence of lifestyle diseases, there is a growing consumer preference for coconut water as a remedy for various metabolic disorders and other ailments, such as diabetes, obesity, kidney stones, liver damage, hypertension and impaired digestion. Furthermore, vendors are offering packaged coconut water, which is infused with various natural ingredients, including turmeric, ginger and fruits, to enhance its nutritional value. These products are gaining immense traction among athletes and fitness enthusiasts, thereby providing a boost to the growth of the market. Additionally, the growing food and beverage industry is also contributing to the market growth. The emerging caf? culture, along with the growing number of quick-service restaurants (QSRs), has enhanced the utilization of coconut water mix and concentrates in various innovative dishes. Other factors, including government initiatives for promoting coconut farming, along with significant investments for the development of coconut cultivation, especially in countries such as Philippines, are projected to drive the market in the upcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global coconut water market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, flavor, form, packaging and distribution channel.

Breakup by Type:

Sweetened

Unsweetened

Breakup by Flavor:

Plain

Flavored

Breakup by Form:

Coconut Water

Coconut Water Powder

Breakup by Packaging:

Carton

Bottles

Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Retail Stores

Others

Breakup by Region:

North America

United States

Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being All Market Inc., Amy & Brian Naturals, C2O Pure Coconut Water LLC, Celebes Coconut Corporation, Edward & Sons Trading Co Inc, Harmless Harvest Inc., PepsiCo Inc., Pulse Beverage Corp, The Coca-Cola Company, etc.

Key Questions Answered in This Report:

How has the global coconut water market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global coconut water market?

What is the breakup of the market based on the type?

What is the breakup of the market based on the flavor?

What is the breakup of the market based on the form?

What is the breakup of the market based on the packaging?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global coconut water market and who are the key players?

What is the degree of competition in the industry?

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