

# **Packaged Cactus Water Market Report by Product (Plain, Flavored), Distribution Channel (Offline, Online), and Region 2024-2032**

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## **Abstracts**

The global packaged cactus water market size reached US\$ 30.5 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 121.8 Million by 2032, exhibiting a growth rate (CAGR) of 16.2% during 2024-2032.

Packaged cactus water is a plant-based beverage extracted from the fruit of prickly pear cactus and packaged for later consumption. It is a rich source of antioxidants, electrolytes, flavonoids and minerals, such as magnesium and potassium. In comparison to the conventionally consumed functional beverages, cactus water has lesser calories and sugar content and offers immense health and skin benefits. Regular consumption of cactus water can aid in maintaining fluid balance, improving muscle control and minimizing inflammation and the risks of developing cardiovascular ailments. Packaged cactus water is also used to manufacture various cosmetic and skincare products to add a natural glow to the skin and reduce eye puffiness.

The global market is driven by the increasing health consciousness among the masses. Furthermore, the rising preference for ready-to-drink (RTD) and convenience beverages is providing a thrust to the market growth. Packaged cactus water is gaining immense preference among athletes and fitness enthusiasts as it contains taurine, an amino acid that aids in enhancing athletic performance and repairing muscle tissues. It also consumed by individuals to reduce liver damage, manage blood pressure, boost immunity and improve bone and gastrointestinal health. Additionally, various product innovations, such as the launch of packaged cactus water in novel flavors, such as lime, watermelon, strawberry, pineapple and star fruit, are acting as other major growth-inducing factors. Hotels, cafes and restaurants are also experimenting with the flavored variants and blending them with other alcoholic and non-alcoholic beverages to offer

unique dishes to the consumers. In line with this, aggressive promotional activities by the product manufacturers through online social media platforms are also contributing to the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global packaged cactus water market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product and distribution channel.

#### Breakup by Product:

Plain

Flavored

#### Breakup by Distribution Channel:

Offline

Online

#### 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 along with the profiles of the key players being Caliwater LLC, Evissi USA LLC, Lauro Company, Pricklee Superfruit Water, STEAZ (Healthy Beverage LLC), The Cactus Water Co. LLC and True Nopal Ventures LLC.

#### Key Questions Answered in This Report

1. What was the size of the global packaged cactus water market in 2023?
2. What is the expected growth rate of the global packaged cactus water market during 2024-2032?
3. What has been the impact of COVID-19 on the global packaged cactus water market?
4. What are the key factors driving the global packaged cactus water market?
5. What is the breakup of the global packaged cactus water market based on the product?
6. What is the breakup of the global packaged cactus water market based on the distribution channel?
7. What are the key regions in the global packaged cactus water market?
8. Who are the key players/companies in the global packaged cactus water market?

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