

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

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Abstracts

Market Overview:

The global smoothies market size reached US\$ 15.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 21.1 Billion by 2028, exhibiting a growth rate (CAGR) of 4.7% during 2023-2028.

A smoothie refers to a thick beverage which is prepared by blending an assortment of fruits, vegetables and other ingredients including milk, seeds, yogurt, ice-cubes, sweeteners, and nutritional and herbal supplements. It is high in nutrients such as vitamins and fibers and can be easily prepared and stored for immediate or later consumption. With the rising trend of green smoothies, various consumers are incorporating green leafy vegetables, such as kale, spinach, lettuce and collard greens, into their smoothies to improve digestion, boost the immune system and minimize unhealthy food cravings.

With the improving economic conditions, malnourishment and nutritional deficiencies which earlier affected a large segment of the population have now been replaced with chronic diseases such as arthritis, stroke, obesity, diabetes, epilepsy and heart attacks, particularly in developed countries. For instance, according to the Centers for Disease Control and Prevention (CDC), chronic diseases are one of the leading health problems in the US. However, owing to rising health consciousness in confluence with the adoption of healthier lifestyles, consumers are altering their everyday diet. They are shifting from carbohydrate-laden food products toward healthy protein-enriched snacks and meals. In addition to this, they are consuming more functional foods and beverages like smoothies to meet their daily nutritional requirements. Apart from this, owing to hectic lifestyles and long working hours, a rise in the demand for on-the-go-meal options

has been observed which, in turn, is strengthening the industry growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global smoothies market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product, distribution channel, packaging material and consumption pattern.

Breakup by Product:

- Dairy-Based
- Fruit-Based

Breakup by Distribution Channel:

- Restaurants and Smoothie Bars
- Supermarkets and Hypermarkets
- Convenience Stores
- Others

Breakup by Packaging Material:

- Plastic
- Paper
- Glass
- Others

Breakup by Consumption Pattern:

- Out of Home
- At Home

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Smoothie King, Maui Wowi Hawaiian Coffees & Smoothies, Suja Juice, Innocent Drinks, Bolthouse Farms, Jamba Juice Company, Ella's Kitchen Ltd, Barfresh Food Group, Inc, Tropical Smoothie Caf?, etc.

IMARC Group's latest report provides a deep insight into the global smoothies market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global smoothies market in any manner

Key Questions Answered in This Report:

What was the size of the global smoothies market in 2022?

What is the expected growth rate of the global smoothies market during 2023-2028?

What are the key factors driving the global smoothies market?

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

What is the breakup of the global smoothies market based on the product?

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

What is the breakup of the global smoothies market based on the packaging material?

What is the breakup of the global smoothies market based on the consumption pattern?

What are the key regions in the global smoothies market?

Who are the key players/companies in the global smoothies market?

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