

United States & Australia Coconut Water Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The United States & Australia coconut water market size reached US\$ 1,377 Million and US\$ 132.4 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3,989 Million and US\$ 685 Million by 2028, exhibiting a growth rate (CAGR) of 20.2% and 30.7% during 2023-2028 (respectively).

Coconut water, also known as coconut juice, refers to the clear liquid found inside green and unripe coconuts. It exhibits a sweet and nutty flavor and serves as a low-calorie, refreshing beverage. Coconut water contains high amounts of natural electrolytes, including potassium, sodium, calcium, and magnesium. It also acts as a good source of cytokines and phytohormones that offer numerous antiaging, anticarcinogenic, and antithrombic benefits. As a result, coconut water aids in reducing high blood pressure levels, improving heart health, lowering blood sugar, enhancing metabolism, etc.

The rising consumer shift from carbonated drinks towards healthier beverages due to the high prevalence of numerous lifestyle disorders, such as obesity, diabetes, cardiovascular ailments, etc., is primarily driving the market for coconut water across the United States and Australia. Moreover, the growing consumer awareness towards numerous health benefits of coconut water in improving digestive functioning, reducing hypertension, and maintaining hydration levels is further propelling the market growth. Furthermore, the wide availability of coconut water in portable packaging solutions, such as tetra packs and bottles, for on-the-go consumption is also augmenting the product demand. Apart from this, the prevalent trend of veganism has led to the rising popularity of plant-based beverages, such as coconut water. Moreover, several vendors across the United States and Australia are offering innovative product variants infused with several flavors, such as ginger, vanilla, lime, guava, etc., to cater to different consumer

tastes and preferences. Besides this, a significant growth in the sports and energy drinks sector is also catalyzing the demand for coconut water based on the high presence of natural electrolytes. Additionally, the growing number of quick-service restaurants (QSRs) and cafes is further driving the utilization of coconut water mix and concentrates in numerous innovative dishes. In the coming years, the increasing demand for clean-label and organic coconut water with allergen-free, GMO-free, and zero preservative content will continue to spur the market growth across the United States and Australia.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the United States & Australia coconut water market report, along with forecasts for the period 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:

- Cartons
- Bottles
- Others

Breakup by Distribution Channel:

- Convenience Stores

Supermarkets and Hypermarkets
Online Retail Stores
Others

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, Harmless Harvest Inc., Pepsico Inc., Terrasoul Superfoods LLC, CHi, Coconut Essence, H2coco Pty Ltd, Morlife Pty Ltd., Pure Cocobella and Raw C.

Key Questions Answered in This Report:

- How has the United States & Australia coconut water market performed so far and how will it perform in the coming years?
- What has been the impact of COVID-19 on the United States & Australia 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 United States & Australia coconut water industry?
- What are the key driving factors and challenges in the United States & Australia coconut water industry?
- What is the structure of the United States & Australia coconut water market and who are the key players?
- What is the degree of competition in the industry?

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