

Asia Pacific Coconut Water Market By Form (Liquid and Powder), By Packaging (Tetra Pack, Plastic Bottle and Other Packaging), The report also covers geographical segmentation of Coconut Water market), By Distribution Channel (Online and Offline), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Coconut Water Market would witness market growth of 18.4% CAGR during the forecast period (2020-2026).

Coconut water is observed to be a healthy drink that is accomplishing the expectations of modern consumers. It comprises less natural sugar and thus has a lower energy value as compared to other forms of juice. Coconut is rich in potassium, is considered an isotonic drink. This isotonic drink means it comprises naturally occurring electrolytes that are helpful in rehydration, particularly after sweating during exercise. It is considered to be more natural solution than artificially produced isotonic drinks.

As the packed coconut water relatively short shelf life, it becomes a big challenge so in order to deal with it several producers are offering frozen organic coconut water. This improves its shelf life, letting it to be transported to those regions wherever there is less availability of coconut water.

The packaging is considered to be an exclusively essential product differentiator for those companies which are competing in the global organic coconut water market. Nowadays coconut water is available in small & compact, easy-to-carry tetra packs and plastic bottles. Much evidence has observed about the skin and hair and other health benefits of coconut water are anticipated to serve as a prospect for companies in the

market of organic coconut water. The product is also consumed in health centers and yoga institutes as well as in gyms.

Based on Form, the market is segmented into Liquid and Powder. Based on Packaging, the market is segmented into Tetra Pack, Plastic Bottle and Other Packaging. The report also covers geographical segmentation of Coconut Water market. Based on Distribution Channel, the market is segmented into Online and Offline. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include PepsiCo, Inc., The Coca Cola Company, NewAge, Inc., All Markets, Inc., Pulse Beverages Corporation, Celebs Coconut Corporation, C2O Pure Coconut Water, LLC (Novamex), Harmless Harvest, Inc., Amy & Brian Naturals, and Vaivai SAS.

Scope of the Study

Market Segmentation:

By Form

Liquid

Powder

By Packaging

Tetra Pack

Plastic Bottle

Other Packaging

By Distribution Channel

Online

Offline

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

PepsiCo, Inc.

The Coca Cola Company

NewAge, Inc.

All Markets, Inc.

Pulse Beverages Corporation

Celebs Coconut Corporation

C2O Pure Coconut Water, LLC (Novamex)

Harmless Harvest, Inc.

Amy & Brian Naturals

Vaivai SAS

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