

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

<https://marketpublishers.com/r/AE0362B14D0CEN.html>

Date: November 2020

Pages: 66

Price: US\$ 1,500.00 (Single User License)

ID: AE0362B14D0CEN

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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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia Pacific Coconut Water Market, by Form
 - 1.4.2 Asia Pacific Coconut Water Market, by Packaging
 - 1.4.3 Asia Pacific Coconut Water Market, by Distribution Channel
 - 1.4.4 Asia Pacific Coconut Water Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Market composition and scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. STRATEGIES DEPLOYED IN COCONUT WATER MARKET

CHAPTER 4. ASIA PACIFIC COCONUT WATER MARKET BY FORM

- 4.1 Asia Pacific Liquid Market by Country
- 4.2 Asia Pacific Powder Market by Country

CHAPTER 5. ASIA PACIFIC COCONUT WATER MARKET BY PACKAGING

- 5.1 Asia Pacific Tetra Pack Market by Country
- 5.2 Asia Pacific Plastic Bottle Market by Country
- 5.3 Asia Pacific Other Packaging Market by Country

CHAPTER 6. ASIA PACIFIC COCONUT WATER MARKET BY DISTRIBUTION CHANNEL

- 6.1 Asia Pacific Online Coconut Water Market by Country
- 6.2 Asia Pacific Offline Coconut Water Market by Country

CHAPTER 7. ASIA PACIFIC COCONUT WATER MARKET BY COUNTRY

- 7.1 China Coconut Water Market
 - 7.1.1 China Coconut Water Market by Form
 - 7.1.2 China Coconut Water Market by Packaging
 - 7.1.3 China Coconut Water Market by Distribution Channel
- 7.2 India Coconut Water Market
 - 7.2.1 India Coconut Water Market by Form
 - 7.2.2 India Coconut Water Market by Packaging
 - 7.2.3 India Coconut Water Market by Distribution Channel
- 7.3 Japan Coconut Water Market
 - 7.3.1 Japan Coconut Water Market by Form
 - 7.3.2 Japan Coconut Water Market by Packaging
 - 7.3.3 Japan Coconut Water Market by Distribution Channel
- 7.4 South Korea Coconut Water Market
 - 7.4.1 South Korea Coconut Water Market by Form
 - 7.4.2 South Korea Coconut Water Market by Packaging
 - 7.4.3 South Korea Coconut Water Market by Distribution Channel
- 7.5 Singapore Coconut Water Market
 - 7.5.1 Singapore Coconut Water Market by Form
 - 7.5.2 Singapore Coconut Water Market by Packaging
 - 7.5.3 Singapore Coconut Water Market by Distribution Channel
- 7.6 Malaysia Coconut Water Market
 - 7.6.1 Malaysia Coconut Water Market by Form
 - 7.6.2 Malaysia Coconut Water Market by Packaging
 - 7.6.3 Malaysia Coconut Water Market by Distribution Channel
- 7.7 Rest of Asia Pacific Coconut Water Market
 - 7.7.1 Rest of Asia Pacific Coconut Water Market by Form
 - 7.7.2 Rest of Asia Pacific Coconut Water Market by Packaging
 - 7.7.3 Rest of Asia Pacific Coconut Water Market by Distribution Channel

CHAPTER 8. COMPANY PROFILES

- 8.1 PepsiCo, Inc.
 - 8.1.1 Company Overview
 - 8.1.2 Financial Analysis

- 8.1.3 Regional Analysis
- 8.1.4 Research & Development Expense
- 8.2 The Coca Cola Company
 - 8.2.1 Company Overview
 - 8.2.2 Financial Analysis
 - 8.2.3 Segmental and Regional Analysis
- 8.3 NewAge, Inc.
 - 8.3.1 Company Overview
 - 8.3.1 Financial Analysis
 - 8.3.2 Segmental and Regional Analysis
 - 8.3.3 Recent strategies and developments:
 - 8.3.3.1 Acquisition and Mergers:
- 8.4 All Markets, Inc.
 - 8.4.1 Company Overview
 - 8.4.2 Recent strategies and developments:
 - 8.4.2.1 Acquisition and Mergers:
- 8.5 Pulse Beverages Corporation
 - 8.5.1 Company Overview
 - 8.5.2 Recent strategies and developments:
 - 8.5.2.1 Partnerships, Collaborations, and Agreements:
- 8.6 Celebs Coconut Corporation
 - 8.6.1 Company Overview
- 8.7 C2O Pure Coconut Water, LLC (Novamex)
 - 8.7.1 Company Overview
- 8.8 Harmless Harvest, Inc
 - 8.8.1 Company Overview
 - 8.8.2 Recent strategies and developments:
 - 8.8.2.1 Product Launches and Product Expansions:
- 8.9 Amy & Brian Naturals
 - 8.9.1 Company Overview
- 8.10. Vaivai SAS
 - 8.10.1 Company Overview

List Of Tables

LIST OF TABLES

TABLE 1 ASIA PACIFIC COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 2 ASIA PACIFIC COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 3 ASIA PACIFIC COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 4 ASIA PACIFIC COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 5 ASIA PACIFIC LIQUID MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 6 ASIA PACIFIC LIQUID MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 7 ASIA PACIFIC POWDER MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 8 ASIA PACIFIC POWDER MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 9 ASIA PACIFIC COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 10 ASIA PACIFIC COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 11 ASIA PACIFIC TETRA PACK MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 12 ASIA PACIFIC TETRA PACK MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 13 ASIA PACIFIC PLASTIC BOTTLE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 14 ASIA PACIFIC PLASTIC BOTTLE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 15 ASIA PACIFIC OTHER PACKAGING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 16 ASIA PACIFIC OTHER PACKAGING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 17 ASIA PACIFIC COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 18 ASIA PACIFIC COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 19 ASIA PACIFIC ONLINE COCONUT WATER MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 20 ASIA PACIFIC ONLINE COCONUT WATER MARKET BY COUNTRY, 2020 - 2026, USD MILLION

- 2026, USD MILLION

TABLE 21 ASIA PACIFIC OFFLINE COCONUT WATER MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 22 ASIA PACIFIC OFFLINE COCONUT WATER MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 23 ASIA PACIFIC COCONUT WATER MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 24 ASIA PACIFIC COCONUT WATER MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 25 CHINA COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 26 CHINA COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 27 CHINA COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 28 CHINA COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 29 CHINA COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 30 CHINA COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 31 CHINA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 32 CHINA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 33 INDIA COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 34 INDIA COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 35 INDIA COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 36 INDIA COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 37 INDIA COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 38 INDIA COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 39 INDIA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 40 INDIA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 41 JAPAN COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 42 JAPAN COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 43 JAPAN COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 44 JAPAN COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 45 JAPAN COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 46 JAPAN COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 47 JAPAN COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 48 JAPAN COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 49 SOUTH KOREA COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 50 SOUTH KOREA COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 51 SOUTH KOREA COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 52 SOUTH KOREA COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 53 SOUTH KOREA COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 54 SOUTH KOREA COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 55 SOUTH KOREA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 56 SOUTH KOREA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 57 SINGAPORE COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 58 SINGAPORE COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 59 SINGAPORE COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 60 SINGAPORE COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 61 SINGAPORE COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 62 SINGAPORE COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 63 SINGAPORE COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 64 SINGAPORE COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 65 MALAYSIA COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 66 MALAYSIA COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 67 MALAYSIA COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 68 MALAYSIA COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 69 MALAYSIA COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 70 MALAYSIA COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 71 MALAYSIA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 72 MALAYSIA COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 73 REST OF ASIA PACIFIC COCONUT WATER MARKET, 2016 - 2019, USD MILLION

TABLE 74 REST OF ASIA PACIFIC COCONUT WATER MARKET, 2020 - 2026, USD MILLION

TABLE 75 REST OF ASIA PACIFIC COCONUT WATER MARKET BY FORM, 2016 - 2019, USD MILLION

TABLE 76 REST OF ASIA PACIFIC COCONUT WATER MARKET BY FORM, 2020 - 2026, USD MILLION

TABLE 77 REST OF ASIA PACIFIC COCONUT WATER MARKET BY PACKAGING, 2016 - 2019, USD MILLION

TABLE 78 REST OF ASIA PACIFIC COCONUT WATER MARKET BY PACKAGING, 2020 - 2026, USD MILLION

TABLE 79 REST OF ASIA PACIFIC COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2016 - 2019, USD MILLION

TABLE 80 REST OF ASIA PACIFIC COCONUT WATER MARKET BY DISTRIBUTION CHANNEL, 2020 - 2026, USD MILLION

TABLE 81 KEY INFORMATION – PEPSICO, INC.

TABLE 82 KEY INFORMATION – THE COCA COLA COMPANY

TABLE 83 KEY INFORMATION –NEWAGE, INC.

TABLE 84 KEY INFORMATION – ALL MARKETS, INC.

TABLE 85 KEY INFORMATION – PULSE BEVERAGES CORPORATION

TABLE 86 KEY INFORMATION – CELEBS COCONUT CORPORATION

TABLE 87 KEY INFORMATION – C2O PURE COCONUT WATER, LLC

TABLE 88 KEY INFORMATION – HARMLESS HARVEST, INC.

TABLE 89 KEY INFORMATION – AMY & BRIAN NATURALS

TABLE 90 KEY INFORMATION – VAIVAI SAS

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

I would like to order

Product name: 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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