

Asia Pacific Superfoods Market By Type (Fruits, Herbs & Roots, Grains & Cereals, Vegetables and Other types) By Application (Bakery & Confectionery, Snacks, Beverages and Other Applications) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Superfoods Market would witness market growth of 8.6% CAGR during the forecast period (2020-2026).

Superfoods are particularly nutrient-rich foods that are known to be highly beneficial to human health. Although the measurability of such advantages is still a matter of controversy in some research circles, the widespread and increasing market for superfood in Europe is paving the way for innovative new products and businesses. Globally, the fruit and vegetable segment is expected to experience favorable growth led by factors such as a growing middle-class population, increasing disposable incomes, accelerated urbanization, raising customer habits, and growing vegan popularity. This, in effect, is expected to push the superfood market. Major trends in the above segment include the rise in branding, technological advancements and the advent of online grocery shopping. However, the growth of this budding segment is limited by challenges such as price volatility, adverse weather conditions and quality issues.

Beyond the advantages that they can offer, each of these superfoods has very unique features that consumers are aggressively searching for. Almost all of them are gluten-free, lactose-free, or vegan: properties that are highly valued by very specific consumers. These customer trends are opening up new frontiers and niches in the industry, which mainstream producers have not expected and introduced. The new phase of growth and development for major producers is well underway, and customers can now expect products of all sorts (cookies, muffins, pasta, drinks and so on) with reformulations that contain one or more superfoods as additives that provide multiple

health benefits.

Based on Type, the market is segmented into Fruits, Herbs & Roots, Grains & Cereals, Vegetables and Other types.

Based on Application, the market is segmented into Bakery & Confectionery, Snacks, Beverages and Other Applications. 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 Archer Daniels Midland Company, General Mills, Inc., Del Monte Pacific Limited (NutriAsia, Inc.), Sunfood Corporation, OMG! Organic Meats Good, Suncore Foods, Inc., Nutiva, Inc., Creative Nature Ltd., Raw Nutritional, Healthy Truth

Scope of the Study

Market Segmentation:

By Type

Fruits

Herbs & Roots

Grains & Cereals

Vegetables and

Other types

By Application

Bakery & Confectionery

Snacks

Beverages and

Other Applications

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Archer Daniels Midland Company

General Mills, Inc.

Del Monte Pacific Limited (Nutriasia, Inc.)

Sunfood Corporation

OMG! Organic Meets Good

Suncore Foods, Inc.

Nutiva, Inc.

Creative Nature Ltd.

Raw Nutritional

Healthy Truth

Unique Offerings from KBV Research

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