

Europe Ready to Drink Shakes Market (2018 - 2024)

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Abstracts

The Europe Ready to Drink Shakes Market would witness market growth of 5.0% CAGR during the forecast period (2018 – 2024).

Rising consumer awareness about healthy living lifestyles is impacting the market growth. Therefore, consumers are spending a significant portion of their disposable income on health and wellness. Also, major companies are increasing their investments in developing new sales channels for creating a different consumer base. France has witnessed increasing demand for RTD shakes due to their growing accessibility and ease of consumption. Due to rising Internet users, easy of accessibility, busy lifestyle and availability of alternatives, online distribution channels will experience important development over the forecast period. In addition, product discounts and offers will boost online sales in the coming years.

Based on Packaging type, the market is segmented into Bottles, Cans, and Tetra Packs. Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores, and Online. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Abbott Laboratories, Kellogg Company, The Coca Cola Company, PepsiCo, Inc., Nestle S.A., Hormel Foods Corporation, Danone S.A., Campbell Soup Company, KeHE Distributors, LLC, and Huel GmbH.

Scope of the Study

Market Segmentation:

By Packaging type

Bottles

Cans

Tetra Packs

By Distribution channel

Supermarkets & Hypermarkets

Convenience Stores

Online

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Abbott Laboratories

Kellogg Company

The Coca Cola Company

PepsiCo, Inc.

Nestle S.A.

Hormel Foods Corporation

Danone S.A.

Campbell Soup Company

KeHE Distributors, LLC

Huel GmbH

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