

# **Global 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 Region, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Global Coconut Water Market size is expected to reach \$11.2 billion by 2026, rising at a market growth of 16.8% CAGR during the forecast period. Coconut Water is nothing but nutritious and healthy water that is obtained from the coconut tree. The coconut drink is very rich in vitamins, minerals, amino acids, and other electrolytes that are needed for the body. The people are getting more concerned about the health and the increasing problem related to dehydration and digestive has augmented the demand for fresh coconut water. Coconut water is available in the market in different flavors such as pineapple, mango, lime, matcha tea, and many other flavors. Coconut water with pineapple flavored is growing at a high CAGR during the forecast period. The pineapple flavored coconut drink is rich in potassium, fat and also it is cholesterol-free owing to which it is enticing health-conscious consumers across the globe thus facilitating the market to grow.

The kernel that is obtained from young coconuts has very restricted processing applications, whereas the meat/kernel obtained from mature coconuts is useful to produce different high-value coconut products. It means that coconut water can also be used to get additional income through integrated processing. The primary income comes from processing the coconut kernel. Though, in some countries, a trend concerned for increasing production and also for export of coconut water from young immature coconuts has been seen.

The shifting consumer tastes and growing health concerns are boosting the market in this region. The market of Canada that involves packaging coconut water is gradually making it entry into ethnic food stores as well as outdoor events. In the U.S and Canada, the higher cost of coconut water is the main restraining factor for the market growth in this region. The APAC region is continuously gaining popularity and the demand for coconut water owing to the easier access of the raw material thus assisting the growth of the market.

The rising awareness among consumers for the consumption of healthy drinks has augmented the demand for coconut water across the globe. Coconut water is very rich in minerals and antioxidants that are required by the human body. Augmented investments and government policies in coconut farming are increasing the market. Food changing habits enhanced with swift urbanization is another factor that is strengthening the market of packaged coconut water.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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.

### Strategies deployed in Coconut Water Market

Sep-2019: Harmless Harvest launched Protein & Coconut, a new line of plant-based snack drinks. These drinks are made with a blend of plant proteins including pea, sunflower and pumpkin. The drinkable snack has notable amounts of fiber and MCTs, and comes in three delectable flavors: Chocolate, Vanilla Spice, and Toasted Coconut.  
Dec-2018: New Age Beverages Corporation took over Morinda Holdings, a holding company. The Company, through its subsidiaries, develops and distributes non-based products including beverages, beauty and spa products etc. The acquisition enabled New Age beverages to rapidly grow its brands by adding a direct-to-consumer

infrastructure and market access to 60 countries around the world.

Jul-2018: Pulse Beverage came into an agreement with Better4U Food and Beverage Inc. (Better4U). This agreement enabled Better4U to manufacture and distribute all Natural Lemonades, Limeades, and Coconut water for all of the United States with the exception of Hawaii.

Jun-2018: All Market completed the acquisition of Runa, an organic drink brand made of guayusa leaf. The acquisition perfectly positioned as an organic, better-for-you energy drink that can really challenge in this space.

Mar-2017: New Age Beverages acquired Maverick Brands, L.L.C., a wholesale distributor of groceries and related products. It also acquired its coconut water beverages line Coco-Libre including organic coconut water, coconut water + protein and sparkling organic coconut water in a variety of flavors. The acquisition completed New Ages' functional beverages portfolio, and provided an excellent organic coconut water source for some of the Company's planned new products.

## Scope of the Study

### Market Segmentation:

#### By Form

Liquid

Powder

#### By Packaging

Tetra Pack

Plastic Bottle

Other Packaging

#### By Distribution Channel

Online

Offline

## By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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