

# Global Ready to Drink Shakes Market (2018 - 2024)

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## Abstracts

The Global Ready to Drink Shakes Market size is expected to reach \$11.2 billion by 2024, rising at a market growth of 5.8% CAGR during the forecast period.

Ready to drink supplements are pre-formulated beverages that are readily available to consume without the need for further blending or preparing. Ready-to-drink beverages give the benefits of comfort and portability to busy customers of today. They also offer a chance to incorporate interesting packaging and innovative ingredients such as carbonation. While this category contains both refrigerated and shelf-stable drinks, demand is greater for shelf-stable products that give ease of delivery and storage. Whey proteins are often the preferred source of ready-to-drink (RTD) protein shakes due to their outstanding nutritional qualities, mild flavor, ease of digestion, and distinctive features in beverage systems.

Based on Packaging type, the market is segmented into Bottles, Cans, and Tetra Packs. Ready to drink involves packaging in PET and glass bottles. This has gained major traction due to its reusable property. Companies are adopting recycled plastic bottles for availing tax benefits from government for implementing an eco-friendly culture. Other than tax benefits, recycled bottle reduces packaging cost, which is profitable for companies.

Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores, and Online. 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 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. The major strategies followed by the market participants are Product launches and Partnerships & Collaborations. Based on the Analysis presented in the Cardinal matrix, PepsiCo, Inc., and Nestle S.A. are some of the forerunners in the Ready to Drink Shakes market.

Scope of the Study

Market Segmentation:

By Packaging type

Bottles

Cans

Tetra Packs

By Distribution channel

Supermarkets & Hypermarkets

Convenience Stores

Online

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

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

### Unique Offerings from KBV Research

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Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

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