

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

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Ready to Drink Shakes Market, by Packaging type
 - 1.4.2 Global Ready to Drink Shakes Market, by Distribution channel
 - 1.4.3 Global Ready to Drink Shakes Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
 - 2.1.4 Players Outlook for the Market
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. MARKET ANALYSIS

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches
 - 3.2.3 Mergers, Expansions & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
 - 3.3.2 Key Strategic Move: Leading Players

CHAPTER 4. GLOBAL READY TO DRINK SHAKES MARKET BY PACKAGING TYPE

- 4.1 Introduction

- 4.1.1 Global Ready to Drink Shakes Bottles Market by Region
 - 4.1.1.1 Overview
 - 4.1.1.2 Market scenario and forecast
- 4.1.2 Global Ready to Drink Shakes Cans Market by Region
 - 4.1.2.1 Overview
 - 4.1.2.2 Market scenario and forecast
- 4.1.3 Global Ready to Drink Shakes Tetra Packs Market by Region
 - 4.1.3.1 Overview
 - 4.1.3.2 Market scenario and forecast

CHAPTER 5. GLOBAL READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL

5.1 Introduction

- 5.1.1 Global Ready to Drink Shakes Supermarkets & Hypermarkets Market by Region
 - 5.1.1.1 Overview
 - 5.1.1.2 Market scenario and forecast
- 5.1.2 Global Ready to Drink Shakes Convenience Stores Market by Region
 - 5.1.2.1 Overview
 - 5.1.2.2 Market scenario and forecast
- 5.1.3 Global Online Distribution Channel Ready to Drink Shakes Market by Region
 - 5.1.3.1 Overview
 - 5.1.3.2 Market scenario and forecast

CHAPTER 6. GLOBAL READY TO DRINK SHAKES MARKET BY REGION

6.1 Introduction

6.2 North America Ready to Drink Shakes Market

- 6.2.1 Overview
- 6.2.2 Market scenario and forecast
- 6.2.3 North America Ready to Drink Shakes Market by Packaging Type
 - 6.2.3.1 North America Ready to Drink Shakes Bottles Market by Country
 - 6.2.3.2 North America Ready to Drink Shakes Cans Market by Country
 - 6.2.3.3 North America Ready to Drink Shakes Tetra Packs Market by Country
- 6.2.4 North America Ready to Drink Shakes Market by Distribution Channel
 - 6.2.4.1 North America Ready to Drink Shakes Supermarkets & Hypermarkets Market by Country
 - 6.2.4.2 North America Ready to Drink Shakes Convenience Stores Market by Country

6.2.4.3 North America Online Distribution Channel Ready to Drink Shakes Market by Country

6.2.5 North America Ready to Drink Shakes Market by Country

6.2.5.1 US Ready to Drink Shakes Market

6.2.5.1.1 Overview

6.2.5.1.2 Market scenario and forecast

6.2.5.1.3 US Ready to Drink Shakes Market by Packaging Type

6.2.5.1.4 US Ready to Drink Shakes Market by Distribution Channel

6.2.5.2 Canada Ready to Drink Shakes Market

6.2.5.2.1 Overview

6.2.5.2.2 Market scenario and forecast

6.2.5.2.3 Canada Ready to Drink Shakes Market by Packaging Type

6.2.5.2.4 Canada Ready to Drink Shakes Market by Distribution Channel

6.2.5.3 Mexico Ready to Drink Shakes Market

6.2.5.3.1 Overview

6.2.5.3.2 Market scenario and forecast

6.2.5.3.3 Mexico Ready to Drink Shakes Market by Packaging Type

6.2.5.3.4 Mexico Ready to Drink Shakes Market by Distribution Channel

6.2.5.4 Rest of North America Ready to Drink Shakes Market

6.2.5.4.1 Market scenario and forecast

6.2.5.4.2 Rest of North America Ready to Drink Shakes Market by Packaging Type

6.2.5.4.3 Rest of North America Ready to Drink Shakes Market by Distribution

Channel

6.3 Europe Ready to Drink Shakes Market

6.3.1 Overview

6.3.2 Market scenario and forecast

6.3.3 Europe Ready to Drink Shakes Market by Packaging Type

6.3.3.1 Europe Ready to Drink Shakes Bottles Market by Country

6.3.3.2 Europe Ready to Drink Shakes Cans Market by Country

6.3.3.3 Europe Ready to Drink Shakes Tetra Packs Market by Country

6.3.4 Europe Ready to Drink Shakes Market by Distribution Channel

6.3.4.1 Europe Ready to Drink Shakes Supermarkets & Hypermarkets Market by

Country

6.3.4.2 Europe Ready to Drink Shakes Convenience Stores Market by Country

6.3.4.3 Europe Online Distribution Channel Ready to Drink Shakes Market by

Country

6.3.5 Europe Ready to Drink Shakes Market by Country

6.3.5.1 Germany Ready to Drink Shakes Market

6.3.5.1.1 Overview

- 6.3.5.1.2 Market scenario and forecast
- 6.3.5.1.3 Germany Ready to Drink Shakes Market by Packaging Type
- 6.3.5.1.4 Germany Ready to Drink Shakes Market by Distribution Channel
- 6.3.5.2 UK Ready to Drink Shakes Market
 - 6.3.5.2.1 Overview
 - 6.3.5.2.2 Market scenario and forecast
 - 6.3.5.2.3 UK Ready to Drink Shakes Market by Packaging Type
 - 6.3.5.2.4 UK Ready to Drink Shakes Market by Distribution Channel
- 6.3.5.3 France Ready to Drink Shakes Market
 - 6.3.5.3.1 Overview
 - 6.3.5.3.2 Market scenario and forecast
 - 6.3.5.3.3 France Ready to Drink Shakes Market by Packaging Type
 - 6.3.5.3.4 France Ready to Drink Shakes Market by Distribution Channel
- 6.3.5.4 Russia Ready to Drink Shakes Market
 - 6.3.5.4.1 Market scenario and forecast
 - 6.3.5.4.2 Russia Ready to Drink Shakes Market by Packaging Type
 - 6.3.5.4.3 Russia Ready to Drink Shakes Market by Distribution Channel
- 6.3.5.5 Spain Ready to Drink Shakes Market
 - 6.3.5.5.1 Overview
 - 6.3.5.5.2 Market scenario and forecast
 - 6.3.5.5.3 Spain Ready to Drink Shakes Market by Packaging Type
 - 6.3.5.5.4 Spain Ready to Drink Shakes Market by Distribution Channel
- 6.3.5.6 Italy Ready to Drink Shakes Market
 - 6.3.5.6.1 Overview
 - 6.3.5.6.2 Market scenario and forecast
 - 6.3.5.6.3 Italy Ready to Drink Shakes Market by Packaging Type
 - 6.3.5.6.4 Italy Ready to Drink Shakes Market by Distribution Channel
- 6.3.5.7 Rest of Europe Ready to Drink Shakes Market
 - 6.3.5.7.1 Market scenario and forecast
 - 6.3.5.7.2 Rest of Europe Ready to Drink Shakes Market by Packaging Type
 - 6.3.5.7.3 Rest of Europe Ready to Drink Shakes Market by Distribution Channel
- 6.4 Asia Pacific Ready to Drink Shakes Market
 - 6.4.1 Overview
 - 6.4.2 Market scenario and forecast
 - 6.4.3 Asia Pacific Ready to Drink Shakes Market by Packaging Type
 - 6.4.3.1 Asia Pacific Ready to Drink Shakes Bottles Market by Country
 - 6.4.3.2 Asia Pacific Ready to Drink Shakes Cans Market by Country
 - 6.4.3.3 Asia Pacific Ready to Drink Shakes Tetra Packs Market by Country
 - 6.4.4 Asia Pacific Ready to Drink Shakes Market by Distribution Channel

6.4.4.1 Asia Pacific Ready to Drink Shakes Supermarkets & Hypermarkets Market by Country

6.4.4.2 Asia Pacific Ready to Drink Shakes Convenience Stores Market by Country

6.4.4.3 Asia Pacific Online Distribution Channel Ready to Drink Shakes Market by Country

6.4.5 Asia Pacific Ready to Drink Shakes Market by Country

6.4.5.1 China Ready to Drink Shakes Market

6.4.5.1.1 Overview

6.4.5.1.2 Market scenario and forecast

6.4.5.1.3 China Ready to Drink Shakes Market by Packaging Type

6.4.5.1.4 China Ready to Drink Shakes Market by Distribution Channel

6.4.5.2 Japan Ready to Drink Shakes Market

6.4.5.2.1 Overview

6.4.5.2.2 Market scenario and forecast

6.4.5.2.3 Japan Ready to Drink Shakes Market by Packaging Type

6.4.5.2.4 Japan Ready to Drink Shakes Market by Distribution Channel

6.4.5.3 India Ready to Drink Shakes Market

6.4.5.3.1 Overview

6.4.5.3.2 Market scenario and forecast

6.4.5.3.3 India Ready to Drink Shakes Market by Packaging Type

6.4.5.3.4 India Ready to Drink Shakes Market by Distribution Channel

6.4.5.4 South Korea Ready to Drink Shakes Market

6.4.5.4.1 Overview

6.4.5.4.2 Market scenario and forecast

6.4.5.4.3 South Korea Ready to Drink Shakes Market by Packaging Type

6.4.5.4.4 South Korea Ready to Drink Shakes Market by Distribution Channel

6.4.5.5 Singapore Ready to Drink Shakes Market

6.4.5.5.1 Overview

6.4.5.5.2 Market scenario and forecast

6.4.5.5.3 Singapore Ready to Drink Shakes Market by Packaging Type

6.4.5.5.4 Singapore Ready to Drink Shakes Market by Distribution Channel

6.4.5.6 Malaysia Ready to Drink Shakes Market

6.4.5.6.1 Overview

6.4.5.6.2 Market scenario and forecast

6.4.5.6.3 Malaysia Ready to Drink Shakes Market by Packaging Type

6.4.5.6.4 Malaysia Ready to Drink Shakes Market by Distribution Channel

6.4.5.7 Rest of Asia Pacific Ready to Drink Shakes Market

6.4.5.7.1 Market scenario and forecast

6.4.5.7.2 Rest of Asia Pacific Ready to Drink Shakes Market by Packaging Type

- 6.4.5.7.3 Rest of Asia Pacific Ready to Drink Shakes Market by Distribution Channel
- 6.5 LAMEA Ready to Drink Shakes Market
 - 6.5.1 Overview
 - 6.5.2 Market scenario and forecast
 - 6.5.3 LAMEA Ready to Drink Shakes Market by Packaging Type
 - 6.5.3.1 LAMEA Ready to Drink Shakes Bottles Market by Country
 - 6.5.3.2 LAMEA Ready to Drink Shakes Cans Market by Country
 - 6.5.3.3 LAMEA Ready to Drink Shakes Tetra Packs Market by Country
 - 6.5.4 LAMEA Ready to Drink Shakes Market by Distribution Channel
 - 6.5.4.1 LAMEA Ready to Drink Shakes Supermarkets & Hypermarkets Market by Country
 - 6.5.4.2 LAMEA Ready to Drink Shakes Convenience Stores Market by Country
 - 6.5.4.3 LAMEA Online Distribution Channel Ready to Drink Shakes Market by Country
 - 6.5.5 LAMEA Ready to Drink Shakes Market by Country
 - 6.5.5.1 Brazil Ready to Drink Shakes Market
 - 6.5.5.1.1 Overview
 - 6.5.5.1.2 Market scenario and forecast
 - 6.5.5.1.3 Brazil Ready to Drink Shakes Market by Packaging Type
 - 6.5.5.1.4 Brazil Ready to Drink Shakes Market by Distribution Channel
 - 6.5.5.2 Argentina Ready to Drink Shakes Market
 - 6.5.5.2.1 Overview
 - 6.5.5.2.2 Market scenario and forecast
 - 6.5.5.2.3 Argentina Ready to Drink Shakes Market by Packaging Type
 - 6.5.5.2.4 Argentina Ready to Drink Shakes Market by Distribution Channel
 - 6.5.5.3 UAE Ready to Drink Shakes Market
 - 6.5.5.3.1 Overview
 - 6.5.5.3.2 Market scenario and forecast
 - 6.5.5.3.3 UAE Ready to Drink Shakes Market by Packaging Type
 - 6.5.5.3.4 UAE Ready to Drink Shakes Market by Distribution Channel
 - 6.5.5.4 Saudi Arabia Ready to Drink Shakes Market
 - 6.5.5.4.1 Overview
 - 6.5.5.4.2 Market scenario and forecast
 - 6.5.5.4.3 Saudi Arabia Ready to Drink Shakes Market by Packaging Type
 - 6.5.5.4.4 Saudi Arabia Ready to Drink Shakes Market by Distribution Channel
 - 6.5.5.5 South Africa Ready to Drink Shakes Market
 - 6.5.5.5.1 Overview
 - 6.5.5.5.2 Market scenario and forecast
 - 6.5.5.5.3 South Africa Ready to Drink Shakes Market by Packaging Type

- 6.5.5.5.4 South Africa Ready to Drink Shakes Market by Distribution Channel
- 6.5.5.6 Nigeria Ready to Drink Shakes Market
 - 6.5.5.6.1 Market scenario and forecast
 - 6.5.5.6.2 Nigeria Ready to Drink Shakes Market by Packaging Type
 - 6.5.5.6.3 Nigeria Ready to Drink Shakes Market by Distribution Channel
- 6.5.5.7 Rest of LAMEA Ready to Drink Shakes Market
 - 6.5.5.7.1 Market scenario and forecast
 - 6.5.5.7.2 Rest of LAMEA Ready to Drink Shakes Market by Packaging Type
 - 6.5.5.7.3 Rest of LAMEA Ready to Drink Shakes Market by Distribution Channel

CHAPTER 7. COMPANY PROFILES

- 7.1 Abbott Laboratories
 - 7.1.1 Company Overview
 - 7.1.2 Financial Analysis
 - 7.1.3 Segmental and Regional Analysis
 - 7.1.4 Research & Development Expense
 - 7.1.5 Recent strategies and developments:
 - 7.1.5.1 Product launch:
- 7.2 Kellogg Company
 - 7.2.1 Company Overview
 - 7.2.2 Financial Analysis
 - 7.2.3 Segmental and Regional Analysis
 - 7.2.4 Research & Development Expense
 - 7.2.5 Recent strategies and developments:
 - 7.2.5.1 Collaborations, partnerships and agreements:
 - 7.2.5.2 Acquisitions and mergers:
 - 7.2.6 SWOT Analysis
- 7.3 The Coca-Cola Company
 - 7.3.1 Company Overview
 - 7.3.2 Financial Analysis
 - 7.3.3 Segmental and Regional Analysis
 - 7.3.4 Recent strategies and developments:
 - 7.3.4.1 Collaborations, partnerships and agreements:
 - 7.3.4.2 Product launch:
 - 7.3.4.3 Acquisitions and mergers:
 - 7.3.5 SWOT Analysis:
- 7.4 PepsiCo Inc.
 - 7.4.1 Company Overview

- 7.4.2 Financial Analysis
- 7.4.3 Regional Analysis
- 7.4.4 Research & Development Expense
- 7.4.5 Recent strategies and developments:
 - 7.4.5.1 Collaborations, partnerships and agreements:
 - 7.4.5.2 Product launch:
 - 7.4.5.3 Acquisitions and mergers:
- 7.4.6 SWOT Analysis
- 7.5 Nestle S.A.
 - 7.5.1 Company Overview
 - 7.5.2 Financial Analysis
 - 7.5.3 Segmental and Regional Analysis
 - 7.5.4 Research& Development Expense
 - 7.5.5 Recent strategies and developments:
 - 7.5.5.1 Product launch:
 - 7.5.5.2 Expansion:
- 7.6 Hormel Foods Corporation
 - 7.6.1 Company Overview
 - 7.6.2 Financial Analysis
 - 7.6.3 Segmental Analysis
 - 7.6.4 Research & Development Expense
 - 7.6.5 Recent strategies and developments:
 - 7.6.5.1 Collaborations, partnerships and agreements:
 - 7.6.5.2 Product launch:
- 7.7 Danone SA.
 - 7.7.1 Company Overview
 - 7.7.2 Financial Analysis
 - 7.7.3 Segmental and Regional Analysis
 - 7.7.4 Recent strategies and developments:
 - 7.7.4.1 Collaborations, partnerships and agreements:
 - 7.7.4.2 Product launch:
 - 7.7.4.3 Acquisitions and mergers:
- 7.8 Campbell Soup Company (Wm. Bolthouse Farms, Inc.)
 - 7.8.1 Company Overview
 - 7.8.2 Financial Analysis
 - 7.8.3 Segmental and Regional Analysis
 - 7.8.4 Research & Development Expense
 - 7.8.5 Recent strategies and developments:
 - 7.8.5.1 Product launch:

7.8.6 SWOT Analysis

7.9 KeHE Distributors, LLC (Nature's Best Inc.)

7.9.1 Company Overview

7.9.2 Recent strategies and developments:

7.9.2.1 Collaborations, partnerships and agreements:

7.1 Huel GmbH

7.10.1 Company Overview

7.10.2 Recent strategies and developments:

7.10.2.1 Product launch:

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 2 GLOBAL READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– READY TO DRINK SHAKES MARKET

TABLE 4 PRODUCT LAUNCHES – READY TO DRINK SHAKES MARKET

TABLE 5 MERGERS, EXPANSIONS & ACQUISITIONS – READY TO DRINK SHAKES MARKET

TABLE 6 GLOBAL READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 7 GLOBAL READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 8 GLOBAL READY TO DRINK SHAKES BOTTLES MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 9 GLOBAL READY TO DRINK SHAKES BOTTLES MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 10 GLOBAL READY TO DRINK SHAKES CANS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 11 GLOBAL READY TO DRINK SHAKES CANS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 12 GLOBAL READY TO DRINK SHAKES TETRA PACKS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 13 GLOBAL READY TO DRINK SHAKES TETRA PACKS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 14 GLOBAL READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 15 GLOBAL READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 16 GLOBAL READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 17 GLOBAL READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 18 GLOBAL READY TO DRINK SHAKES CONVENIENCE STORES MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 19 GLOBAL READY TO DRINK SHAKES CONVENIENCE STORES MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 20 GLOBAL ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 21 GLOBAL ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 22 GLOBAL READY TO DRINK SHAKES MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 23 GLOBAL READY TO DRINK SHAKES MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 24 NORTH AMERICA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 25 NORTH AMERICA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 26 NORTH AMERICA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 27 NORTH AMERICA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 28 NORTH AMERICA READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 29 NORTH AMERICA READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 30 NORTH AMERICA READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 31 NORTH AMERICA READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 32 NORTH AMERICA READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 33 NORTH AMERICA READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 34 NORTH AMERICA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 35 NORTH AMERICA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 36 NORTH AMERICA READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 37 NORTH AMERICA READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 38 NORTH AMERICA READY TO DRINK SHAKES CONVENIENCE STORES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 39 NORTH AMERICA READY TO DRINK SHAKES CONVENIENCE STORES

MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 40 NORTH AMERICA ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 41 NORTH AMERICA ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 42 NORTH AMERICA READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 43 NORTH AMERICA READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 44 US READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 45 US READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 46 US READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 47 US READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 48 US READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 49 US READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 50 CANADA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 51 CANADA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 52 CANADA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 53 CANADA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 54 CANADA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 55 CANADA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 56 MEXICO READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 57 MEXICO READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 58 MEXICO READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 59 MEXICO READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 60 MEXICO READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 61 MEXICO READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 62 REST OF NORTH AMERICA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 63 REST OF NORTH AMERICA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 64 REST OF NORTH AMERICA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 65 REST OF NORTH AMERICA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 66 REST OF NORTH AMERICA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 67 REST OF NORTH AMERICA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 68 EUROPE READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 69 EUROPE READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 70 EUROPE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 71 EUROPE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 72 EUROPE READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 73 EUROPE READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 74 EUROPE READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 75 EUROPE READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 76 EUROPE READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 77 EUROPE READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 78 EUROPE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 79 EUROPE READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2018 - 2024, USD MILLION

TABLE 80 EUROPE READY TO DRINK SHAKES SUPERMARKETS &
HYPERMARKETS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 81 EUROPE READY TO DRINK SHAKES SUPERMARKETS &
HYPERMARKETS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 82 EUROPE READY TO DRINK SHAKES CONVENIENCE STORES MARKET
BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 83 EUROPE READY TO DRINK SHAKES CONVENIENCE STORES MARKET
BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 84 EUROPE ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES
MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 85 EUROPE ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES
MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 86 EUROPE READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 -
2017, USD MILLION

TABLE 87 EUROPE READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 -
2024, USD MILLION

TABLE 88 GERMANY READY TO DRINK SHAKES MARKET, 2014 - 2017, USD
MILLION

TABLE 89 GERMANY READY TO DRINK SHAKES MARKET, 2018 - 2024, USD
MILLION

TABLE 90 GERMANY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2014 - 2017, USD MILLION

TABLE 91 GERMANY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2018 - 2024, USD MILLION

TABLE 92 GERMANY READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2014 - 2017, USD MILLION

TABLE 93 GERMANY READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2018 - 2024, USD MILLION

TABLE 94 UK READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 95 UK READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 96 UK READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 -
2017, USD MILLION

TABLE 97 UK READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 -
2024, USD MILLION

TABLE 98 UK READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL,
2014 - 2017, USD MILLION

TABLE 99 UK READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL,
2018 - 2024, USD MILLION

TABLE 100 FRANCE READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 101 FRANCE READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 102 FRANCE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 103 FRANCE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 104 FRANCE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 105 FRANCE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 106 RUSSIA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 107 RUSSIA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 108 RUSSIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 109 RUSSIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 110 RUSSIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 111 RUSSIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 112 SPAIN READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 113 SPAIN READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 114 SPAIN READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 115 SPAIN READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 116 SPAIN READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 117 SPAIN READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 118 ITALY READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 119 ITALY READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 120 ITALY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 121 ITALY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,

2018 - 2024, USD MILLION

TABLE 122 ITALY READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 123 ITALY READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 124 REST OF EUROPE READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 125 REST OF EUROPE READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 126 REST OF EUROPE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 127 REST OF EUROPE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 128 REST OF EUROPE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 129 REST OF EUROPE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 130 ASIA PACIFIC READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 131 ASIA PACIFIC READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 132 ASIA PACIFIC READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 133 ASIA PACIFIC READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 134 ASIA PACIFIC READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 135 ASIA PACIFIC READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 136 ASIA PACIFIC READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 137 ASIA PACIFIC READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 138 ASIA PACIFIC READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 139 ASIA PACIFIC READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 140 ASIA PACIFIC READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 141 ASIA PACIFIC READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 142 ASIA PACIFIC READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 143 ASIA PACIFIC READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 144 ASIA PACIFIC READY TO DRINK SHAKES CONVENIENCE STORES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 145 ASIA PACIFIC READY TO DRINK SHAKES CONVENIENCE STORES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 146 ASIA PACIFIC ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 147 ASIA PACIFIC ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 148 ASIA PACIFIC READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 149 ASIA PACIFIC READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 150 CHINA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 151 CHINA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 152 CHINA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 153 CHINA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 154 CHINA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 155 CHINA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 156 JAPAN READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 157 JAPAN READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 158 JAPAN READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 159 JAPAN READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 160 JAPAN READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 161 JAPAN READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2018 - 2024, USD MILLION

TABLE 162 INDIA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 163 INDIA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 164 INDIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2014 - 2017, USD MILLION

TABLE 165 INDIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2018 - 2024, USD MILLION

TABLE 166 INDIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2014 - 2017, USD MILLION

TABLE 167 INDIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2018 - 2024, USD MILLION

TABLE 168 SOUTH KOREA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD
MILLION

TABLE 169 SOUTH KOREA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD
MILLION

TABLE 170 SOUTH KOREA READY TO DRINK SHAKES MARKET BY PACKAGING
TYPE, 2014 - 2017, USD MILLION

TABLE 171 SOUTH KOREA READY TO DRINK SHAKES MARKET BY PACKAGING
TYPE, 2018 - 2024, USD MILLION

TABLE 172 SOUTH KOREA READY TO DRINK SHAKES MARKET BY
DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 173 SOUTH KOREA READY TO DRINK SHAKES MARKET BY
DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 174 SINGAPORE READY TO DRINK SHAKES MARKET, 2014 - 2017, USD
MILLION

TABLE 175 SINGAPORE READY TO DRINK SHAKES MARKET, 2018 - 2024, USD
MILLION

TABLE 176 SINGAPORE READY TO DRINK SHAKES MARKET BY PACKAGING
TYPE, 2014 - 2017, USD MILLION

TABLE 177 SINGAPORE READY TO DRINK SHAKES MARKET BY PACKAGING
TYPE, 2018 - 2024, USD MILLION

TABLE 178 SINGAPORE READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2014 - 2017, USD MILLION

TABLE 179 SINGAPORE READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2018 - 2024, USD MILLION

TABLE 180 MALAYSIA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD
MILLION

TABLE 181 MALAYSIA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD
MILLION

TABLE 182 MALAYSIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 183 MALAYSIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 184 MALAYSIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 185 MALAYSIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 186 REST OF ASIA PACIFIC READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 187 REST OF ASIA PACIFIC READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 188 REST OF ASIA PACIFIC READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 189 REST OF ASIA PACIFIC READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 190 REST OF ASIA PACIFIC READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 191 REST OF ASIA PACIFIC READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 192 LAMEA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 193 LAMEA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 194 LAMEA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 195 LAMEA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 196 LAMEA READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 197 LAMEA READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 198 LAMEA READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 199 LAMEA READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 200 LAMEA READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 201 LAMEA READY TO DRINK SHAKES TETRA PACKS MARKET BY

COUNTRY, 2018 - 2024, USD MILLION

TABLE 202 LAMEA READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2014 - 2017, USD MILLION

TABLE 203 LAMEA READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2018 - 2024, USD MILLION

TABLE 204 LAMEA READY TO DRINK SHAKES SUPERMARKETS &
HYPERMARKETS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 205 LAMEA READY TO DRINK SHAKES SUPERMARKETS &
HYPERMARKETS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 206 LAMEA READY TO DRINK SHAKES CONVENIENCE STORES MARKET
BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 207 LAMEA READY TO DRINK SHAKES CONVENIENCE STORES MARKET
BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 208 LAMEA ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES
MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 209 LAMEA ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES
MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 210 LAMEA READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 -
2017, USD MILLION

TABLE 211 LAMEA READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 -
2024, USD MILLION

TABLE 212 BRAZIL READY TO DRINK SHAKES MARKET, 2014 - 2017, USD
MILLION

TABLE 213 BRAZIL READY TO DRINK SHAKES MARKET, 2018 - 2024, USD
MILLION

TABLE 214 BRAZIL READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2014 - 2017, USD MILLION

TABLE 215 BRAZIL READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2018 - 2024, USD MILLION

TABLE 216 BRAZIL READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2014 - 2017, USD MILLION

TABLE 217 BRAZIL READY TO DRINK SHAKES MARKET BY DISTRIBUTION
CHANNEL, 2018 - 2024, USD MILLION

TABLE 218 ARGENTINA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD
MILLION

TABLE 219 ARGENTINA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD
MILLION

TABLE 220 ARGENTINA READY TO DRINK SHAKES MARKET BY PACKAGING
TYPE, 2014 - 2017, USD MILLION

TABLE 221 ARGENTINA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 222 ARGENTINA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 223 ARGENTINA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 224 UAE READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 225 UAE READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 226 UAE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 227 UAE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 228 UAE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 229 UAE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 230 SAUDI ARABIA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 231 SAUDI ARABIA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 232 SAUDI ARABIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 233 SAUDI ARABIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 234 SAUDI ARABIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 235 SAUDI ARABIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 236 SOUTH AFRICA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 237 SOUTH AFRICA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 238 SOUTH AFRICA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 239 SOUTH AFRICA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 240 SOUTH AFRICA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 241 SOUTH AFRICA READY TO DRINK SHAKES MARKET BY

DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 242 NIGERIA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 243 NIGERIA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 244 NIGERIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 245 NIGERIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 246 NIGERIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 247 NIGERIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 248 REST OF LAMEA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 249 REST OF LAMEA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 250 REST OF LAMEA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 251 REST OF LAMEA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 252 REST OF LAMEA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 253 REST OF LAMEA READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 254 KEY INFORMATION – ABBOTT LABORATORIES

TABLE 255 KEY INFORMATION –KELLOGG COMPANY

TABLE 256 KEY INFORMATION – THE COCA-COLA COMPANY

TABLE 257 KEY INFORMATION - PEPSICO INC.

TABLE 258 KEY INFORMATION – NESTLE S.A.

TABLE 259 KEY INFORMATION –HORMEL FOODS CORPORATION

TABLE 260 KEY INFORMATION – DANONE S.A.

TABLE 261 KEY INFORMATION – CAMPBELL SOUP COMPANY

TABLE 262 KEY INFORMATION –KEHE DISTRIBUTORS, LLC

TABLE 263 KEY INFORMATION – HUEL GMBH

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: LEADING PLAYERS

FIG 5 SWOT ANALYSIS: KELLOGG COMPANY

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: THE COCA COLA COMPANY

FIG 7 SWOT ANALYSIS: THE COCA COLA COMPANY

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: PEPSICO INC.

FIG 9 SWOT ANALYSIS: PEPSICO INC.

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: NESTLE S.A.

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: HORMEL FOODS
CORPORATION

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: DANONE S.A.

FIG 13 SWOT ANALYSIS: CAMPBELL SOUP COMPANY

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