

North America 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 Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Coconut Water Market would witness market growth of 16.1% CAGR during the forecast period (2020-2026).

Coconut water is the fluid obtained from the centre of coconuts. Coconut water is commonly called coconut juice. Coconut water is different from coconut milk or coconut cream that is made by grating fresh kernel. Coconut water can be directly consumed from young green coconuts without any additional processing. 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.

Packaged plain coconut water is having high demand, particularly in cosmetics and medical formulations. Coconut water is witnessing consumption owing to the unchanged nature and the adaptability of usage for numerous probable end-users. Meanwhile, people want low-calorie and no preservative additive in their drinks, this unflavored coconut drinks has become a good option as they contain low calories as compared to the flavored ones. Flavored coconut water is sweetened with proper flavors, it can be simply pitched as a healthy substitute, enhancing adoption opportunities in this segment. Flavored health drinks are expected to be at the consumption front as the

change in consumer fondness in advanced countries is for caffeine and cola products. Another main factor is that sweetened drinks offer dealers the opportunity to develop better cost savings products by improving the ingredient composition enhancing the segment growth.

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 countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

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.

Scope of the Study

Market Segmentation:

By Form

Liquid

Powder

By Packaging

Tetra Pack

Plastic Bottle

Other Packaging

By Distribution Channel

Online

Offline

By Country

US

Canada

Mexico

Rest of North America

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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