

# 2018-2023 Global Wheat Grass Powder Consumption Market Report

<https://marketpublishers.com/r/27F9BF36FC3EN.html>

Date: July 2018

Pages: 167

Price: US\$ 4,660.00 (Single User License)

ID: 27F9BF36FC3EN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Wheat Grass Powder market for 2018-2023.

Wheat Grass powder is a product obtained from dehydrating the extracted juice of Wheat Grass and sold as a dietary supplement. For some health enthusiasts, it is valued for its nutritional benefits since it contains high levels of beta-carotene, amino acids, B vitamins, and fiber. It is also reputed to possess antibacterial and restorative properties that help to detoxify the body.

For industry structure analysis, the Wheat Grass Powder industry is concentrate. The top five producers account for about 43.31% of the revenue market. Regionally, USA is the biggest production area of Wheat Grass Powder, also the leader in the whole Wheat Grass Powder industry.

USA occupied 31.03% of the production market in 2015. It is followed by China and Europe, which respectively have around 26.95% and 23.64% of the global total industry. Other countries have a small amount of production. Geographically, USA was the largest consumption market in the world, which took about 29.00% of the global consumption volume in 2015. China shared 26.84% of global total.

For forecast, the global Wheat Grass Powder revenue would keep increasing with annual growth rate with 6~8%, and a little higher speed in China. We tend to believe that this industry still has a bright future, considering the current demand of Wheat Grass Powder. As for product prices, the slow downward trend in recent years will continue in the next few years, as competition intensifies. Similarly, there will be fluctuations in gross margin.

Over the next five years, LPI(LP Information) projects that Wheat Grass Powder will

register a 4.3% CAGR in terms of revenue, reach US\$ 27 million by 2023, from US\$ 21 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Wheat Grass Powder market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Organic Wheat Grass Powder

Regular Wheat Grass powder

Segmentation by application:

Food Industry

Health Products

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding

detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Now Foods

Pines

Naturya

Myprotein

Urban Health

Drberg

Navitas Naturals

Synergy

Girme's

Amazing Grass

Heappe

Easy Pha-max

Wanshida Wheat Industry

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Wheat Grass Powder consumption (value & volume) by key regions/countries, product type and application, history data

from 2013 to 2017, and forecast to 2023.

To understand the structure of Wheat Grass Powder market by identifying its various subsegments.

Focuses on the key global Wheat Grass Powder manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Wheat Grass Powder with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Wheat Grass Powder submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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