

# 2018 Top 5 Wheat Grass Powder Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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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 studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Now Foods

Pines

Naturya

Myprotein

Urban Health

Drberg

Navitas Naturals

Synergy

Girme's

Amazing Grass

Heappe

Easy Pha-max

Wanshida Wheat Industry

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Organic Wheat Grass Powder

Regular Wheat Grass powder

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Food Industry

Health Products

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