

# Smoothie Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

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### Smoothie Trends and Forecast

The future of the global smoothie market looks promising with opportunities in the restaurant, smoothie bar, and supermarket & convenience store markets. The global smoothie market is expected to reach an estimated \$18.6 billion by 2030 with a CAGR of 8.6% from 2024 to 2030. The major drivers for this market are growing need for easily accessible and wholesome food, rising customer consciousness of wellbeing and health, and increasing demand for organic and culinary herbal smoothies.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Smoothie by Segment

The study includes a forecast for the global smoothie by type, distribution channel, and region.

Smoothie Market by Type [Shipment Analysis by Value from 2018 to 2030]:

Fruit-Based

Dairy-Based

Others

Smoothie Market by Distribution Channel [Shipment Analysis by Value from 2018 to 2030]:

Restaurants

Smoothie Bars

Supermarkets & Convenience Stores

Others

Smoothie Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Smoothie Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies smoothie companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the smoothie companies profiled in this report include-

Barfresh Food Group

Bolthouse Farms

Ella's Kitchen

innocent

Jamba Juice

Maui Wowi Hawaiian Coffees & Smoothies

Smoothie King

Suja Juice

Tropical Smoothie Caf?

The Smoothie Company

## Smoothie Market Insights

Lucintel forecasts that fruit-based will remain larger segment over the forecast period.

Within this market, smoothie bar will remain the largest segment over the forecast period.

APAC is expected to witness the highest growth over the forecast period.

## Features of the Global Smoothie Market

Market Size Estimates: Smoothie market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Smoothie market size by type, distribution channel, and region in terms of value (\$B).

Regional Analysis: Smoothie market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, distribution channels, and regions for the smoothie market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the smoothie market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

## FAQ

Q1. What is the smoothie market size?

Answer: The global smoothie market is expected to reach an estimated \$18.6 billion by 2030.

Q2. What is the growth forecast for smoothie market?

Answer: The global smoothie market is expected to grow with a CAGR of 8.6% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the smoothie market?

Answer: The major drivers for this market are growing need for easily accessible and wholesome food, rising customer consciousness of wellbeing and health, and increasing demand for organic and culinary herbal smoothies.

Q4. What are the major segments for smoothie market?

Answer: The future of the smoothie market looks promising with opportunities in the restaurant, smoothie bar, and supermarket & convenience store markets.

Q5. Who are the key smoothie market companies?

Answer: Some of the key smoothie companies are as follows:

Barfresh Food Group

Bolthouse Farms

Ella's Kitchen

innocent

Jamba Juice

Maui Wowi Hawaiian Coffees & Smoothies

Smoothie King

Suja Juice

Tropical Smoothie Caf?

The Smoothie Company

Q6. Which smoothie market segment will be the largest in future?

Answer: Lucintel forecasts that fruit-based will remain larger segment over the forecast period.

Q7. In smoothie market, which region is expected to be the largest in next 5 years?

Answer: APAC is expected to witness the highest growth over the forecast period.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the smoothie market by type (fruit-based, dairy-based, and others), distribution channel (restaurants, smoothie bars, supermarkets & convenience stores, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Smoothie Market, Smoothie Market Size, Smoothie Market Growth, Smoothie Market Analysis, Smoothie Market Report, Smoothie Market Share, Smoothie Market Trends, Smoothie Market Forecast, Smoothie Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

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