

DTC Food Market by Type (Food {Bakery & Confectionery, Meat, Poultry, & Seafood, Dairy, Snacks}, Beverages {Carbonated Soft Drinks & Juices, RTD Tea & Coffee, Alcoholic Beverages}), by Distribution Channel (Online, Offline) - Global Forecast to 2031

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Abstracts

DTC Food Market by Type (Food {Bakery & Confectionery, Meat, Poultry, & Seafood, Dairy, Snacks}, Beverages {Carbonated Soft Drinks & Juices, RTD Tea & Coffee, Alcoholic Beverages}), by Distribution Channel (Online, Offline) — Global Forecast to 2031

According to the research report titled, 'DTC Food Market by Type (Food {Bakery & Confectionery, Meat, Poultry, & Seafood, Dairy, Snacks}, Beverages [{Carbonated Soft Drinks & Juices, RTD Tea & Coffee}], Alcoholic Beverages), by Distribution Channel (Online, Offline) — Global Forecast to 2031,' the global DTC food market is projected to reach \$195.39 billion by 2031, at a CAGR of 18.7% during the forecast period of 2024–2031. The report provides an in-depth analysis of the global DTC food market in five major geographies and emphasizes the current market trends, sizes, shares, recent developments, and forecasts till 2031.

Succeeding extensive secondary and primary research and an in-depth analysis of the market scenario, the report conducts the impact analysis of the key industry drivers, restraints, opportunities, challenges, and trends. The growth of the DTC food market is driven by the rising adoption of convenience foods, growing online purchases of food products, and the increasing number of DTC food brands. However, the lack of brand awareness & limited product offerings of DTC food providers, and product quality

concerns & delivery delays are some of the factors limiting the growth of this market to some extent. Moreover, the growing demand for premium & personalized food products is expected to generate market growth opportunities for stakeholders operating in this market. However, high competition from other distribution channels is a prominent challenge for the players operating in this market. Furthermore, consumers' increasing focus on health and wellness is a major trend in the DTC food market.

The key players operating in the global DTC food market are Anheuser–Busch InBev NV/SA (Belgium), AriZona Beverages USA, LLC (U.S.), JBS S.A. (Brazil), Mondelēz International, Inc. (U.S.), Nestlé S.A. (Switzerland), OLIPOP, Inc (U.S.), PepsiCo, Inc. (U.S.), The Coca-Cola Company (U.S.), The Kraft Heinz Company (U.S.), The Naked Market (U.S.), and Unilever PLC (U.K.).

The global DTC food market is segmented by type (food {bakery & confectionery products, meat, poultry, and seafood products, snacks, dairy products, sauces, dressings, and condiments, breakfast cereals, infant food, and other food products} beverages {non-alcoholic beverages [carbonated soft drinks & juices, dairy & dairy alternative beverages, sports & energy drinks, RTD tea & coffee, and flavored & fortified water]}, alcoholic beverages) and distribution channel (online distribution channel and offline distribution channel). The study also evaluates industry competitors and analyzes the market at regional and country levels.

Based on type, the global DTC food market is segmented into food and beverages. In 2024, the food segment is expected to account for the larger share of the global DTC food market. The large market share of this segment is attributed to the increasing demand for convenience foods, changes in lifestyle and food habits, growing consumer inclination towards online shopping, rising demand for nutritional and fortifying food products, increasing innovative food products, and rising spending on healthy and nutritious diets.

Based on distribution channel, the global DTC food market is segmented into online distribution channel and offline distribution channel. In 2024, the online distribution channel segment is expected to account for the larger share of the global DTC food market owing to the increasing preference for online shopping among consumers, the convenience offered by online platforms, the growing penetration of the internet, and the high popularity among food and beverage manufacturers of creating websites to display and sell their products directly to consumers. Also, the growing preference for personalization, contactless shopping, consumer convenience, easy price comparisons between brands, the advantage of greater discounts compared to offline stores, and a

greater product selection experience are some of the factors increasing the popularity of the online distribution of food and beverage products.

An in-depth geographic analysis of the industry provides detailed qualitative and quantitative insights into five major geographies: North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. North America is slated to register the highest CAGR during the forecast period of 2024–2031. The growth of this regional market is driven by the rising technological advancements in online food distribution and high consumer preference for convenience and personalized shopping experiences. Moreover, factors such as busy lifestyles, increasing disposable income, and a growing demand for healthy and sustainable food options are also expected to support the high growth of the DTC food market in North America.

Key Questions Answered in the Report:

What are the historical market sizes and growth rates of the global DTC food market?

At what rate is the global DTC food demand projected to grow for the next 5–7 years?

What are the major factors impacting the growth of this market at the regional and country levels? What are the major opportunities for existing players and new entrants in the market?

Which segments, in terms of type and distribution channel, are expected to create major traction for the manufacturers in this market during the forecast period of 2024–2031?

What are the key geographical trends in this market? Which regions/countries are expected to offer significant growth opportunities for the manufacturers operating in the global DTC food market during the forecast period of 2024–2031?

Who are the major players in the global DTC food market? What are their specific product offerings in this market?

What are the recent strategic developments in the global DTC food market?
What are the impacts of these strategic developments on the market?

Scope of the Report:

DTC Food Market Assessment—by Type

Food

Bakery & Confectionery Products

Meat, Poultry, and Seafood Products

Snacks

Dairy Products

Sauces, Dressings, and Condiments

Breakfast Cereals

Infant Food

Other Food Products

Beverages

Non-alcoholic Beverages

Carbonated Soft Drinks & Juices

Dairy & Dairy Alternative Beverages

Sports & Energy Drinks

RTD Tea & Coffee

Flavored & Fortified Water

Alcoholic Beverages

DTC Food Market Assessment—by Distribution Channel

Online Distribution Channel

Offline Distribution Channel

DTC Food Market Assessment—by Geography

North America

U.S.

Canada

Europe

U.K.

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

Latin America

Brazil

Mexico

Argentina

Rest of Latin America

Middle East & Africa

Related Reports:

Direct to Consumer (DTC) Pet Food Market by Type (Meal [Standard, Customized], Treats, Supplements), Pet Type (Dogs, Cats), Health Condition (Nutrition), Distribution Channel (Online, Offline), and Geography - Global Forecasts to 2028

<https://www.meticulousresearch.com/product/direct-to-consumer-pet-food-market-5146>

Savory Snacks Market by Type (Potato Chips, Extruded Snacks, Nuts & Seeds, Meat Snacks), Flavor (Barbeque, Spice, Salty, Plain), Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Specialty Stores, Online Channels) — Global Forecasts to 2029

<https://www.meticulousresearch.com/product/savory-snacks-market-5402>

Probiotics Market by Strain (Bacillus), by Product Type (Dairy Food {Yogurt}, Baked Food}, Animal Feed), By Form (Liquid), By Sales Channel (Super Markets, Pharmacies), By End-User (Human {Adults, Senior}, Animal), and Geography - Global Forecast To 2027

<https://www.meticulousresearch.com/product/probiotics-market-5113>

Organic Food Market by Type (Fruits, Vegetables, Grains, Beverages, Bakery), Distribution Channel (Supermarket, Hypermarkets, E commerce), Process (Unprocessed, processed, Ultra-processed), Packaging Type (Fresh, Frozen) - Global Forecast to 2030

<https://www.meticulousresearch.com/product/organic-food-market-5112>

Plant-based Milk Market by Type (Almond Milk, Soy Milk, Coconut Milk, Oat Milk, Rice Milk), Formulation (Unflavored, Flavored), Distribution Channel (B2B, B2C [Modern Groceries, Convenience Store, Specialty Store, Online Retail]) - Global Forecast to 2030

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