

Superfoods - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/S6CE399BD12AEN.html>

Date: July 2024

Pages: 120

Price: US\$ 4,750.00 (Single User License)

ID: S6CE399BD12AEN

Abstracts

The Superfoods Market size is estimated at USD 144.03 billion in 2024, and is expected to reach USD 216.20 billion by 2029, growing at a CAGR of 8.46% during the forecast period (2024-2029).

Rising consumer preferences toward functional and healthy products with natural and wholesome ingredients due to growing health consciousness drive the global market for superfoods. Superfoods have superior nutritional value and are rich sources of polyphenols, antioxidants, vitamins, and minerals. Moreover, the increasing prevalence of chronic diseases is encouraging individuals to incorporate low-calorie and nutritious food into their diets. Companies are also strategically expanding their business operations to align with consumer demand. For instance, in November 2022, Suprem Pharma launched Suprem Super Foods in Pune and Mumbai to extend its reach to 2,000 stores in these cities. Besides this, with growing consumer emphasis on ethical practices in production methods, companies increasingly incorporate sustainable sourcing methods and transparent supply chains to meet the demands of environmentally and socially conscious consumers. For instance, in March 2022, Pangaia introduced a new plant-based superfood bar. This nutritious snack, aimed at health-conscious consumers, is made with sustainably sourced ingredients. The bar is poised to cater to the growing demand for plant-based, environmentally responsible products.

Superfood Market Trends

Increasing Health and Wellness Trend

With growing access to health information and resources, consumers are becoming

more aware that a balanced diet rich in nutrient-dense food can maintain optimal health and prevent chronic diseases. As a result, consumers are incorporating superfoods into their diets as a proactive measure to safeguard their health in the long term. Superfoods, packed with vitamins, minerals, antioxidants, and other bioactive compounds, can bolster the body's defenses, support immune function, and mitigate the risk of various health conditions. In addition, Manufacturers are launching new products to cater to consumer demand. For instance, in March 2022, Navitas Organics launched regenerative organic certified cacao powder. The product is B-corp certified, gluten-free, non-GMO, and others.

Asia Pacific Is The Potential Market For Superfoods

Asia Pacific is likely to witness a high demand for superfoods, primarily driven by a shift in consumer preferences toward preventive healthcare. Individuals are proactively seeking ways to maintain good health and prevent the onset of illnesses. Rapid urbanization and the influence of Western dietary habits are other key factors contributing to the adoption of ingredients like quinoa, blueberries, and avocados among urban consumers seeking healthier and more diverse food options. Furthermore, government initiatives promote healthy eating habits and the importance of nutrition and dietary choices. For instance, in 2022, The CNS, together with the Institute of Nutrition and Health of the China Center for Disease Control and Prevention, the Institute of Food and Nutrition Development of the Ministry of Agriculture and Rural Affairs, and the Shanghai Institute of Nutrition and Health, launched the “National Nutrition Week”. The 2022 National Nutrition Week theme is “Learn nutrition labeling, shop wisely, and cook smart” to improve the nutritional awareness and overall health and well-being of Chinese citizens.

Superfood Industry Overview

The superfoods market is highly competitive, with various regional and small players competing for market share. Some prominent players include Naturya Bath, Associated British Foods plc, Nutiva Inc., Aduna Ltd, and Terrasoul Superfoods. The market players compete using various strategies, from expanding their production facilities to maintain food safety guidelines to adopting mergers and acquisitions to enhance their brand value. Companies also collaborate and form partnerships, mainly in co-operatives

with farmers worldwide, making sourcing and procuring ingredients easier.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Contents

1 INTRODUCTION

- 1.1 Study Deliverables and Study Assumptions
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
 - 4.1.1 Rising Health & Wellness Trends
 - 4.1.2 Strategic Initiatives By Key Players
- 4.2 Market Restraints
 - 4.2.1 Cost Considerations Coupled With Availability Of Alternatives
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 Type
 - 5.1.1 Fruits
 - 5.1.2 Vegetables
 - 5.1.3 Grains and Seeds
 - 5.1.4 Herbs and Roots
 - 5.1.5 Other Types
- 5.2 Distribution Channel
 - 5.2.1 Supermarkets/ Hypermarkets
 - 5.2.2 Online Channels
 - 5.2.3 Convenience Stores/Traditional Grocery Stores
 - 5.2.4 Other Distribution Channels
- 5.3 Geography

- 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Mexico
 - 5.3.1.4 Rest of North America
- 5.3.2 Europe
 - 5.3.2.1 Germany
 - 5.3.2.2 United Kingdom
 - 5.3.2.3 France
 - 5.3.2.4 Spain
 - 5.3.2.5 Italy
 - 5.3.2.6 Russia
 - 5.3.2.7 Rest of Europe
- 5.3.3 Asia-Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 Australia
 - 5.3.3.5 Rest of Asia-Pacific
- 5.3.4 South America
 - 5.3.4.1 Brazil
 - 5.3.4.2 Argentina
 - 5.3.4.3 Rest of South America
- 5.3.5 Middle East and Africa
 - 5.3.5.1 South Africa
 - 5.3.5.2 Saudi Arabia
 - 5.3.5.3 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Positioning Analysis
- 6.3 Company Profiles
 - 6.3.1 Sunfood
 - 6.3.2 Nature's Superfoods LLP
 - 6.3.3 OMG! Organic Meets Good
 - 6.3.4 Raw Nutrition
 - 6.3.5 Barleans
 - 6.3.6 Aduna Ltd

6.3.7 Impact Foods International Ltd

6.3.8 Naturitya Bath

6.3.9 Mannatech Incorporated

6.3.10 Nevitas Organics

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

I would like to order

Product name: Superfoods - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

Product link: <https://marketpublishers.com/r/S6CE399BD12AEN.html>

Price: US\$ 4,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S6CE399BD12AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

