

Functional Drinks - Global Market Outlook (2015-2022)

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Abstracts

According to Statistics MRC, the Global Functional Drinks Market is expected to grow at a CAGR of 8.06% during the study period 2015 to 2022. Increasing awareness about the health benefits of functional foods & drinks among consumers is the primary factor favoring the market growth. Furthermore, new product innovations and trend towards healthy life style and disease prevention, coupled with growing healthcare costs are the drivers for the Functional Drinks market. However, factors such as suspicious product efficiency and lack of clarity among consumers are limiting the market growth. Introduction of new products and improvements in quality are the recent trends for global functional drinks market.

The introduction of energy drinks and nutraceutical drinks have added to the growth of this market, while sports drinks, with their new and innovative flavours, are playing key role in the steady growth of the functional drinks market. In 2014, North America dominated the global market for functional drinks followed by Europe. Asia Pacific is witnessing the higher growth rate due to increasing demand for functional drinks from emerging countries such as China and India. Manufacturers in the global functional drinks market are offering products that are in tune with the shifting consumer demands.

Some of the key players in the global market include Nestle S.A, Red Bull GmbH, PepsiCo, Coca Cola Enterprises, RushNet, Jivita LLC, Cadbury Schweppes, Old Orchard Brands, Kraft, Taut, Tata Tea, Glanbia Plc, Energy69 and Maxinutrition.

Products Covered:

Energy drinks

Sports Drinks

Probiotic drinks

Enhanced water drinks

Nutraceutical Drinks

Juice and juice drinks

Other Products

Health benefits Covered:

Weight Management drinks

Hydration drinks

Health & Wellness drinks

Energy or Rejuvenation drinks

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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