

# Kefir - Global Market Outlook (2017-2023)

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## Abstracts

According to Statistics MRC, the Global Kefir market is expected to grow from \$1175.25 million in 2016 to reach \$1925.90 million by 2023 with a CAGR of 7.3%. Health benefits associated with Kefir and wide applications of kefir in pharmaceuticals and dietary supplements are some of the key factors propelling the market growth. However, lactose intolerant consumers and high production costs are hindering the market growth. The Kefir market has huge opportunities with the ongoing rise in product and packaging innovations. Additionally, widening of the distribution channel over the years is generating huge opportunities to the global kefir market during the forecast period.

By Composition, the Milk Kefir holds the largest market share as it can be prepared easily with cow milk, goat milk, coconut milk and other non-dairy-based milk. It is made by adding kefir grains to milk. Kefir milk has several health benefits such as it boosts immunity, fights cancer, builds bone strength, supports digestion and combats IBS (Irritable Bowel Syndrome), improves allergies, heals skin and improves lactose intolerance symptoms. Many food scientists are engaged in their research process in order to develop modern techniques to produce kefir. In addition, Kefir manufacturers are inventing products with new flavors such as watermelon and pumpkin spice which in turn makes kefir as the most preferred fermented drink. On the basis of Type, the Greek style kefir dominates the market owing to its health benefits among the consumers.

Geographically, Europe holds for the largest share as it is a popular drink and the consumption is also high in the European countries due to the growing health consciousness is electrifying the growth of kefir in this region. The focus of international kefir brands to cater the requirements of health-conscious consumers in this region also propels the market growth.

Some of the key players in the Kefir market are Hain Celestial, Groupe Danone, Döhler Group, Archer Daniels Midland, Fresh Made Inc, Koninklijke DSM N.V., Nestle S.A., Lifeway Foods Inc, Helios Ingredients, Danlac Canada Inc, Nestle, E. I. Du Pont De Nemours and Company, Nourish Kefir, Kerry Group, Krasnystaw OSM, Danisco, Yogurmet Canada and The Greek Gods.

#### Product Types Covered:

Organic Kefir

Greek Style Kefir

Low Fat Kefir

Frozen Kefir

Other Types

#### Flavors Covered:

Flavoured

Regular

#### Compositions Covered:

Water Kefir

Milk Kefir

#### Distribution Channels covered:

Grocery Stores

Supermarkets/ Hypermarkets

Convenience Stores

Online

Other Distribution Channels

Applications covered:

Sauces

Pharmaceuticals

Dips & Dressings

Dietary Supplements

Dairy Products

Cosmetics

Drinks and Smoothies

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

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

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