

Superfoods - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Superfoods Market is expected to grow at a CAGR of 8.5% during the forecast period. Growing health consciousness among the consumers and rising number of new product launches are some of the factors driving the market growth. However, many recalls of multiple superfood products and high-priced are hindering the market.

Superfood is an umbrella term used to refer various types of food which have high nutritional benefits. Urbanization has radically changed lifestyles and diets of a huge majority of the population in urban areas. Superfoods accommodate the need of health-conscious consumers regarding wellness and prevention of diseases.

By product, Edible Seaweed has witnessed significant growth during the forecast period. It helps in boosting weight loss and deterring cellulite build-up. Their naturally high concentration of iodine helps to stimulate the thyroid gland, which is responsible for maintaining a healthy metabolism. Based on geography, North America has the largest market share during the forecast period due to it has a high population of obese individuals and diabetics who are looking for healthy food items to support in managing their condition or reducing weight.

Some of the key players profiled in the Superfoods Market include Archer Daniels Midland, Del Monte Pacific Group, Nutiva, Supernutrients, OMG Superfoods, The Green Labs LLC, Suncore Foods, Sunfood, Europages and Ocean Spray Cranberries.

Types Covered:

Grains & Cereals

Fruits & Vegetables

Other Types

Products Covered:

Superseeds and Supergrains

Edible Seaweed

Superfruits

Other Superfoods

Applications Covered:

Snacks

Beverages

Bakery & Confectionery

Other Applications

Distribution Channels Covered:

Non-Store Based

Store-Based

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

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

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

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

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

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

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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