

Flavored Powder Drinks Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Flavor Type (Fruit-based, Coffee-based, Others), By Sales Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others) By Region, By Competition, 2019-2029F

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Abstracts

Global Flavored Powder Drinks Market was valued at USD 74.28 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 3.13% through 2029. The flavored powder drinks market has witnessed substantial growth in recent years, driven by evolving consumer preferences, convenience, and the demand for diverse beverage options. Flavored powder drinks offer a versatile and customizable alternative to traditional beverages, allowing consumers to personalize their drinks according to taste preferences and dietary needs. This market encompasses a wide range of products, including powdered energy drinks, flavored water enhancers, powdered iced tea mixes, and various fruit-flavored drink powders.

One of the key drivers behind the market's growth is the increasing awareness of health and wellness, with many consumers seeking low-calorie and sugar-free options. Manufacturers are responding to this demand by introducing innovative formulations, incorporating natural sweeteners, and enhancing nutritional profiles. Additionally, the convenience factor of powdered drinks, especially in terms of portability and longer shelf life, contributes to their popularity among busy and on-the-go consumers.

The market is characterized by intense competition, with players continually introducing new flavors and formulations to attract a diverse consumer base. Emerging trends include the incorporation of functional ingredients such as vitamins, minerals, and

antioxidants enhance the health benefits of these beverages. As the global beverage landscape continues to evolve, the flavored powder drinks market is expected to remain dynamic and witness further innovation and expansion.

Key Market Drivers

Consumer Demand for Healthier Alternatives

One of the primary drivers behind the growth of the flavored powder drinks market is the increasing consumer preference for healthier beverage options. As awareness of health and wellness rises, consumers are becoming more conscious of their dietary choices, including beverage consumption. Flavored powder drinks present an appealing alternative to sugary sodas and other high-calorie beverages. Many consumers are actively seeking low-calorie, sugar-free, and naturally sweetened options to support their health and fitness goals.

Manufacturers in the flavored powder drinks market are responding to this demand by formulating products with reduced sugar content, incorporating natural sweeteners like stevia or monk fruit, and focusing on clean label ingredients. These healthier formulations attract health-conscious consumers who are looking for convenient ways to enjoy flavorful beverages without compromising on their wellness objectives. The emphasis on nutritional profiles and functional ingredients further reinforces the perception of flavored powder drinks as a healthier choice compared to traditional sugary beverages.

Customization and Personalization Trends

Flavored powder drinks offer a unique advantage of customization and personalization, catering to the diverse taste preferences of consumers. This aspect resonates particularly well with a modern consumer base that values individuality and seeks products tailored to their specific liking. Powdered drink mixes allow consumers to control the intensity of flavor, sweetness levels, and even experiment with unique combinations.

The customization trend aligns with the broader shift in consumer behavior toward seeking unique and personalized experiences in various aspects of life, including food and beverages. Manufacturers in the flavored powder drinks market are capitalizing on this trend by offering a wide array of flavors, including exotic fruit blends, herbal infusions, and innovative combinations. This versatility appeals to consumers

wh%li%enjoy experimenting with their beverages and adapting them t%li%different occasions and moods.

Convenience and On-the-G%li%Lifestyles

The fast-paced nature of contemporary lifestyles, marked by busy schedules and on-the-g%li%activities, has fueled the demand for convenient and portable beverage options. Flavored powder drinks excel in meeting these consumer needs. The powdered format ensures ease of handling, storage, and transportation, making it a convenient choice for individuals with hectic lifestyles or those wh%li%frequently travel.

The convenience factor extends beyond portability. Flavored powder drinks often require only water for preparation, eliminating the need for refrigeration or additional ingredients. This simplicity resonates with consumers seeking hassle-free solutions for refreshment. The extended shelf life of powdered drink mixes als%li%contributes t%li%their convenience, allowing consumers t%li%keep them readily available without concerns about spoilage. As a result, flavored powder drinks have become a go-t%li%option for individuals looking for quick and effortless ways t%li%enjoy flavorful beverages in various settings.

Innovative Formulations and Functional Ingredients

Continuous innovation in formulations and the incorporation of functional ingredients have emerged as significant drivers in the flavored powder drinks market. Manufacturers are focusing on enhancing the nutritional profiles of their products t%li%align with evolving consumer expectations for health and wellness benefits. This trend includes fortifying drinks with vitamins, minerals, antioxidants, and other functional ingredients that offer added value beyond taste.

Functional ingredients such as probiotics, collagen, and adaptogens are increasingly finding their way int%li%flavored powder drinks, appealing t%li%consumers seeking not only refreshment but als%li%specific health benefits. This intersection of flavor and functionality positions these beverages as a holistic choice for consumers looking t%li%address both taste preferences and nutritional requirements. The ongoing exploration of novel ingredients and health-promoting additives keeps the market dynamic and responsive t%li%the ever-changing landscape of consumer preferences.

In conclusion, the flavored powder drinks market is experiencing robust growth driven by the convergence of health-conscious consumer trends, customization preferences,

the need for convenience in on-the-go lifestyles, and ongoing innovation in formulations. As these drivers continue to shape the market, manufacturers are well-positioned to capitalize on the diverse and evolving demands of today's consumers, ensuring the continued expansion and dynamism of the flavored powder drinks sector.

Key Market Challenges

Intense Competition and Saturation

The flavored powder drinks market is highly competitive, with numerous brands vying for consumer attention. As a result, the market faces saturation, making it challenging for new entrants to establish a foothold and for existing players to differentiate their products. Consumers are presented with a plethora of options, and standing out in a crowded marketplace requires strategic marketing, innovative product development, and a keen understanding of shifting consumer preferences.

Established brands often dominate shelf space, and emerging brands must overcome barriers to entry, such as distribution challenges and building brand awareness. Moreover, as more players enter the market, the pressure to innovate and offer unique value propositions intensifies, creating an environment where only those capable of adapting swiftly can thrive.

Perception of Artificial Ingredients

Flavored powder drinks have sometimes been associated with artificial ingredients, including synthetic flavors, colors, and sweeteners. The perception of artificial additives can be a significant challenge, particularly as consumers increasingly prioritize natural and clean label products. There is a growing demand for transparency in labeling, with consumers seeking products that are free from artificial preservatives, additives, and excessive sugar.

To address this challenge, manufacturers must invest in research and development to create formulations that use natural flavors and colors while maintaining the desired taste profiles. Communicating these changes effectively to consumers is also crucial in reshaping the perception of flavored powder drinks and building trust in the product category.

Health and Sugar Concerns

Despite efforts to reduce sugar content and offer healthier formulations, flavored powder drinks still face scrutiny regarding their impact on health, especially in relation to sugar consumption. Some consumers may be hesitant to embrace these products due to concerns about excessive sugar intake and its potential health implications, such as obesity and related health issues.

Manufacturers must navigate the delicate balance between creating enjoyable, flavorful drinks and meeting the demand for healthier options. This challenge necessitates ongoing innovation in sugar reduction strategies, the use of alternative sweeteners, and a commitment to transparent communication about nutritional content. Education campaigns highlighting the nutritional benefits of low-sugar or sugar-free options may also be essential to changing consumer perceptions.

Environmental Sustainability

The flavored powder drinks market, like many other sectors, faces increasing scrutiny regarding its environmental impact. Single-use packaging, including individual sachets or plastic containers, contributes to plastic waste, raising concerns about sustainability. Consumers are becoming more environmentally conscious, and their purchasing decisions are influenced by a company's commitment to eco-friendly practices.

Manufacturers in the flavored powder drinks market must address sustainability concerns by adopting eco-friendly packaging solutions, exploring alternatives to single-use plastics, and implementing responsible sourcing practices. Additionally, transparent communication about sustainability initiatives and efforts to reduce the carbon footprint of products can help build trust with environmentally conscious consumers.

Changing Consumer Preferences and Trends

Consumer preferences are dynamic and can change rapidly, influenced by various factors such as cultural shifts, emerging health trends, or social media. Keeping pace with evolving preferences poses a challenge for flavored powder drink manufacturers who must continuously adapt their product offerings to stay relevant.

To overcome this challenge, companies need to invest in market research, stay attuned to emerging trends, and maintain agility in their product development processes. Proactive engagement with consumers through social media platforms and

other channels can provide valuable insights into shifting preferences, enabling manufacturers to make informed decisions and tailor their offerings accordingly.

Key Market Trends

Rise of Functional and Health-Promoting Ingredients

One prominent trend in the flavored powder drinks market is the incorporation of functional ingredients that offer health benefits beyond mere refreshment. Consumers are increasingly seeking beverages that not only taste good but also contribute to their overall well-being. As a response, manufacturers are integrating a variety of functional ingredients such as vitamins, minerals, antioxidants, probiotics, and adaptogens into their powdered drink formulations.

For instance, vitamin-enriched drink mixes that provide essential nutrients and antioxidants are gaining popularity, appealing to health-conscious consumers looking for convenient ways to supplement their diet. Probiotics, known for their digestive health benefits, are also making their way into powdered beverages. This trend aligns with the broader emphasis on holistic well-being, and as a result, flavored powder drinks are becoming more than just a source of flavor – they are positioned as functional and health-promoting beverages.

Clean Label and Natural Ingredients

With an increasing focus on health and wellness, consumers are becoming more discerning about the ingredients in their food and beverages. The flavored powder drinks market is witnessing a shift towards clean label products, where formulations are free from artificial colors, flavors, and preservatives. Consumers are actively seeking natural and recognizable ingredients, and manufacturers are responding by emphasizing transparency in labeling and using natural sources for flavoring and coloring.

The demand for clean label extends beyond just avoiding artificial additives; it also includes preferences for non-GMO, organic, and sustainably sourced ingredients. As a result, flavored powder drinks that boast a clean and simple ingredient list are gaining favor among health-conscious and environmentally aware consumers. This trend reflects a broader shift in consumer preferences toward more mindful and transparent food and beverage choices.

Sustainable Packaging and Environmental Consciousness

The flavored powder drinks market is aligning with the global movement towards sustainability, with consumers expressing a growing concern about the environmental impact of packaging. Manufacturers are responding by adopting eco-friendly packaging solutions to reduce their carbon footprint and minimize waste. This includes exploring alternatives to traditional single-use plastics, such as recyclable materials, compostable packaging, or innovative packaging designs that reduce material usage.

Additionally, brands are communicating their commitment to sustainability through labeling and marketing strategies, appealing to consumers who prioritize environmentally friendly products. The incorporation of sustainable practices in both packaging and sourcing aligns with the broader trend of corporate responsibility and resonates with consumers who are increasingly making purchasing decisions based on a company's commitment to environmental conservation.

Exotic and Unique Flavor Profiles

The flavored powder drinks market is witnessing a surge in demand for unique and exotic flavor combinations that go beyond traditional offerings. Consumers, especially younger demographics, are seeking novel taste experiences and adventurous flavor profiles. Manufacturers are responding by introducing innovative blends, incorporating exotic fruits, herbs, and botanicals to create distinctive and memorable flavor profiles.

This trend aligns with the broader consumer interest in global flavors and diverse culinary experiences. Companies are exploring international and regional influences to inspire their flavor formulations, offering consumers a taste of different cultures in convenient powdered form. The quest for unique and exciting flavors contributes to the differentiation of brands in a competitive market and provides consumers with an ever-expanding range of options to suit their taste preferences.

The flavored powder drinks market is shaped by dynamic trends that reflect the evolving preferences and priorities of consumers. The integration of functional ingredients, the emphasis on clean label formulations, the adoption of sustainable packaging, and the exploration of exotic flavor profiles collectively contribute to the vibrancy and innovation within the market. Manufacturers that successfully leverage these trends are likely to capture the attention of consumers and thrive in an increasingly competitive landscape.

Segmental Insights

Flavor Type Insights

The fruit-based segment is a thriving force in the flavored powder drinks market, experiencing substantial growth. Consumers, increasingly inclined towards healthier choices, are drawn to the natural sweetness and vibrant flavors derived from fruits. This segment offers an array of options, including exotic fruit blends, citrus-infused mixes, and berry-flavored powders, catering to diverse taste preferences. The demand for fruit-based powdered beverages is fueled by the perception of these drinks as refreshing, nutritious alternatives to traditional sugary options. Manufacturers continue to capitalize on this trend, introducing innovative formulations that showcase the natural goodness of fruits in convenient, powdered form.

Sales Channel Insights

Online sales have emerged as a rapidly growing segment in the flavored powder drinks market. The convenience of e-commerce platforms allows consumers to explore and purchase a diverse range of powdered beverages from the comfort of their homes. The online channel provides a convenient avenue for manufacturers to reach a global audience, showcasing product varieties and catering to evolving consumer preferences. With the increasing digitalization of retail, the online sales segment is witnessing significant growth, offering consumers a seamless shopping experience and contributing to the overall expansion of the flavored powder drinks market.

Regional Insights

Asia Pacific stands as the dominating region in the flavored powder drinks market, experiencing robust growth and shaping the industry landscape. The region's burgeoning population, coupled with changing lifestyles and rising disposable incomes, fuels the demand for convenient and flavorful beverage options. Consumers in countries like China, India, and Southeast Asian nations show a strong inclination towards powdered drinks due to their versatility, affordability, and ease of preparation. Additionally, the cultural diversity in taste preferences drives innovation in flavor profiles. The rapid expansion of e-commerce and urbanization further propels market growth, facilitating easy access to a wide array of flavored powder drinks. As multinational and local manufacturers actively compete, Asia Pacific continues to be a focal point for market dynamics, presenting lucrative opportunities and contributing significantly

the global flavored powder drinks market.

Key Market Players

Nestle S.A.

The Coca-Cola Company

Mondel?z International, Inc.

PepsiCo, Inc.

Mars, Incorporated

GlaxoSmithKline Plc

Unilever plc

Kerry Group plc

Cargill, Incorporated

The Kraft Heinz Company

Report Scope:

In this report, the global flavored powder drinks market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Flavored Powder Drinks Market, By Flavor Type:

Fruit-based

Coffee-based

Others

Flavored Powder Drinks Market, By Sales Channel :

Hypermarkets/Supermarkets

Convenience Stores

Online

Others

Flavored Powder Drinks Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Flavored Powder Drinks market.

Available Customizations:

Global Flavored Powder Drinks Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factor Influence Purchase Decision
- 4.2. Customer Satisfaction
- 4.3. Brand Awareness

5. GLOBAL FLAVORED POWDER DRINKS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Flavor Type Market Share Analysis (Fruit-based, Coffee-based, Others)

- 5.2.2. By Sales Channel Market Share Analysis (Hypermarkets/Supermarkets, Convenience Stores, Online, Others)
- 5.2.3. By Regional Market Share Analysis
 - 5.2.3.1. North America Market Share Analysis
 - 5.2.3.2. Europe Market Share Analysis
 - 5.2.3.3. Asia-Pacific Market Share Analysis
 - 5.2.3.4. Middle East & Africa Market Share Analysis
 - 5.2.3.5. South America Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2023)
- 5.3. Global Flavored Powder Drinks Market Mapping & Opportunity Assessment
 - 5.3.1. By Flavor Type Market Mapping & Opportunity Assessment
 - 5.3.2. By Sales Channel Market Mapping & Opportunity Assessment
 - 5.3.3. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA FLAVORED POWDER DRINKS MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Flavor Type Market Share Analysis
 - 6.2.2. By Sales Channel Market Share Analysis
 - 6.2.3. By Country Market Share Analysis
 - 6.2.3.1. United States Flavored Powder Drinks Market Outlook
 - 6.2.3.1.1. Market Size & Forecast
 - 6.2.3.1.1.1. By Value
 - 6.2.3.1.2. Market Share & Forecast
 - 6.2.3.1.2.1. By Flavor Type Market Share Analysis
 - 6.2.3.1.2.2. By Sales Channel Market Share Analysis
 - 6.2.3.2. Canada Flavored Powder Drinks Market Outlook
 - 6.2.3.2.1. Market Size & Forecast
 - 6.2.3.2.1.1. By Value
 - 6.2.3.2.2. Market Share & Forecast
 - 6.2.3.2.2.1. By Flavor Type Market Share Analysis
 - 6.2.3.2.2.2. By Sales Channel Market Share Analysis
 - 6.2.3.3. Mexico Flavored Powder Drinks Market Outlook
 - 6.2.3.3.1. Market Size & Forecast
 - 6.2.3.3.1.1. By Value
 - 6.2.3.3.2. Market Share & Forecast
 - 6.2.3.3.2.1. By Flavor Type Market Share Analysis

6.2.3.3.2.2. By Sales Channel Market Share Analysis

7. EUROPE FLAVORED POWDER DRINKS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Flavor Type Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

7.2.3. By Country Market Share Analysis

7.2.3.1. France Flavored Powder Drinks Market Outlook

7.2.3.1.1. Market Size & Forecast

7.2.3.1.1.1. By Value

7.2.3.1.2. Market Share & Forecast

7.2.3.1.2.1. By Flavor Type Market Share Analysis

7.2.3.1.2.2. By Sales Channel Market Share Analysis

7.2.3.2. United Kingdom Flavored Powder Drinks Market Outlook

7.2.3.2.1. Market Size & Forecast

7.2.3.2.1.1. By Value

7.2.3.2.2. Market Share & Forecast

7.2.3.2.2.1. By Flavor Type Market Share Analysis

7.2.3.2.2.2. By Sales Channel Market Share Analysis

7.2.3.3. Italy Flavored Powder Drinks Market Outlook

7.2.3.3.1. Market Size & Forecast

7.2.3.3.1.1. By Value

7.2.3.3.2. Market Share & Forecast

7.2.3.3.2.1. By Flavor Type Market Share Analysis

7.2.3.3.2.2. By Sales Channel Market Share Analysis

7.2.3.4. Germany Flavored Powder Drinks Market Outlook

7.2.3.4.1. Market Size & Forecast

7.2.3.4.1.1. By Value

7.2.3.4.2. Market Share & Forecast

7.2.3.4.2.1. By Flavor Type Market Share Analysis

7.2.3.4.2.2. By Sales Channel Market Share Analysis

7.2.3.5. Spain Flavored Powder Drinks Market Outlook

7.2.3.5.1. Market Size & Forecast

7.2.3.5.1.1. By Value

7.2.3.5.2. Market Share & Forecast

7.2.3.5.2.1. By Flavor Type Market Share Analysis

7.2.3.5.2.2. By Sales Channel Market Share Analysis

8. ASIA-PACIFIC FLAVORED POWDER DRINKS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Flavor Type Market Share Analysis

8.2.2. By Sales Channel Market Share Analysis

8.2.3. By Country Market Share Analysis

8.2.3.1. China Flavored Powder Drinks Market Outlook

8.2.3.1.1. Market Size & Forecast

8.2.3.1.1.1. By Value

8.2.3.1.2. Market Share & Forecast

8.2.3.1.2.1. By Flavor Type Market Share Analysis

8.2.3.1.2.2. By Sales Channel Market Share Analysis

8.2.3.2. India Flavored Powder Drinks Market Outlook

8.2.3.2.1. Market Size & Forecast

8.2.3.2.1.1. By Value

8.2.3.2.2. Market Share & Forecast

8.2.3.2.2.1. By Flavor Type Market Share Analysis

8.2.3.2.2.2. By Sales Channel Market Share Analysis

8.2.3.3. Japan Flavored Powder Drinks Market Outlook

8.2.3.3.1. Market Size & Forecast

8.2.3.3.1.1. By Value

8.2.3.3.2. Market Share & Forecast

8.2.3.3.2.1. By Flavor Type Market Share Analysis

8.2.3.3.2.2. By Sales Channel Market Share Analysis

8.2.3.4. Australia Flavored Powder Drinks Market Outlook

8.2.3.4.1. Market Size & Forecast

8.2.3.4.1.1. By Value

8.2.3.4.2. Market Share & Forecast

8.2.3.4.2.1. By Flavor Type Market Share Analysis

8.2.3.4.2.2. By Sales Channel Market Share Analysis

8.2.3.5. South Korea Flavored Powder Drinks Market Outlook

8.2.3.5.1. Market Size & Forecast

8.2.3.5.1.1. By Value

8.2.3.5.2. Market Share & Forecast

8.2.3.5.2.1. By Flavor Type Market Share Analysis

- 8.2.3.5.2.2. By Sales Channel Market Share Analysis
- 8.2.3.6. Indonesia Flavored Powder Drinks Market Outlook
 - 8.2.3.6.1. Market Size & Forecast
 - 8.2.3.6.1.1. By Value
 - 8.2.3.6.2. Market Share & Forecast
 - 8.2.3.6.2.1. By Flavor Type Market Share Analysis
 - 8.2.3.6.2.2. By Sales Channel Market Share Analysis

9. MIDDLE EAST & AFRICA FLAVORED POWDER DRINKS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Flavor Type Market Share Analysis
 - 9.2.2. By Sales Channel Market Share Analysis
 - 9.2.3. By Country Market Share Analysis
 - 9.2.3.1. South Africa Flavored Powder Drinks Market Outlook
 - 9.2.3.1.1. Market Size & Forecast
 - 9.2.3.1.1.1. By Value
 - 9.2.3.1.2. Market Share & Forecast
 - 9.2.3.1.2.1. By Flavor Type Market Share Analysis
 - 9.2.3.1.2.2. By Sales Channel Market Share Analysis
 - 9.2.3.2. Saudi Arabia Flavored Powder Drinks Market Outlook
 - 9.2.3.2.1. Market Size & Forecast
 - 9.2.3.2.1.1. By Value
 - 9.2.3.2.2. Market Share & Forecast
 - 9.2.3.2.2.1. By Flavor Type Market Share Analysis
 - 9.2.3.2.2.2. By Sales Channel Market Share Analysis
 - 9.2.3.3. UAE Flavored Powder Drinks Market Outlook
 - 9.2.3.3.1. Market Size & Forecast
 - 9.2.3.3.1.1. By Value
 - 9.2.3.3.2. Market Share & Forecast
 - 9.2.3.3.2.1. By Flavor Type Market Share Analysis
 - 9.2.3.3.2.2. By Sales Channel Market Share Analysis
 - 9.2.3.4. Turkey Flavored Powder Drinks Market Outlook
 - 9.2.3.4.1. Market Size & Forecast
 - 9.2.3.4.1.1. By Value
 - 9.2.3.4.2. Market Share & Forecast
 - 9.2.3.4.2.1. By Flavor Type Market Share Analysis

9.2.3.4.2.2. By Sales Channel Market Share Analysis

10. SOUTH AMERICA FLAVORED POWDER DRINKS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Flavor Type Market Share Analysis

10.2.2. By Sales Channel Market Share Analysis

10.2.3. By Country Market Share Analysis

10.2.3.1. Argentina Flavored Powder Drinks Market Outlook

10.2.3.1.1. Market Size & Forecast

10.2.3.1.1.1. By Value

10.2.3.1.2. Market Share & Forecast

10.2.3.1.2.1. By Flavor Type Market Share Analysis

10.2.3.1.2.2. By Sales Channel Market Share Analysis

10.2.3.2. Colombia Flavored Powder Drinks Market Outlook

10.2.3.2.1. Market Size & Forecast

10.2.3.2.1.1. By Value

10.2.3.2.2. Market Share & Forecast

10.2.3.2.2.1. By Flavor Type Market Share Analysis

10.2.3.2.2.2. By Sales Channel Market Share Analysis

10.2.3.3. Brazil Flavored Powder Drinks Market Outlook

10.2.3.3.1. Market Size & Forecast

10.2.3.3.1.1. By Value

10.2.3.3.2. Market Share & Forecast

10.2.3.3.2.1. By Flavor Type Market Share Analysis

10.2.3.3.2.2. By Sales Channel Market Share Analysis

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL FLAVORED POWDER DRINKS MARKET

12.1. Impact Assessment Model

12.1.1. Key Segments Impacted

12.1.2. Key Region Impacted

12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Nestle S.A.

14.1.1.1. Company Details

14.1.1.2. Products

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

14.1.1.6. Key Management Personnel

14.1.2. The Coca-Cola Company

14.1.2.1. Company Details

14.1.2.2. Products

14.1.2.3. Financials (As Per Availability)

14.1.2.4. Key Market Focus & Geographical Presence

14.1.2.5. Recent Developments

14.1.2.6. Key Management Personnel

14.1.3. Mondelez International, Inc.

14.1.3.1. Company Details

14.1.3.2. Products

14.1.3.3. Financials (As Per Availability)

14.1.3.4. Key Market Focus & Geographical Presence

14.1.3.5. Recent Developments

14.1.3.6. Key Management Personnel

14.1.4. PepsiCo, Inc.

14.1.4.1. Company Details

14.1.4.2. Products

14.1.4.3. Financials (As Per Availability)

14.1.4.4. Key Market Focus & Geographical Presence

14.1.4.5. Recent Developments

14.1.4.6. Key Management Personnel

14.1.5. Mars, Incorporated

14.1.5.1. Company Details

14.1.5.2. Products

14.1.5.3. Financials (As Per Availability)

- 14.1.5.4. Key Market Focus & Geographical Presence
- 14.1.5.5. Recent Developments
- 14.1.5.6. Key Management Personnel
- 14.1.6. GlaxoSmithKline Plc
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. Unilever plc
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Key Market Focus & Geographical Presence
 - 14.1.7.5. Recent Developments
 - 14.1.7.6. Key Management Personnel
- 14.1.8. Kerry Group plc
 - 14.1.8.1. Company Details
 - 14.1.8.2. Products
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
 - 14.1.8.6. Key Management Personnel
- 14.1.9. Cargill, Incorporated
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel
- 14.1.10. The Kraft Heinz Company
 - 14.1.10.1. Company Details
 - 14.1.10.2. Products
 - 14.1.10.3. Financials (As Per Availability)
 - 14.1.10.4. Key Market Focus & Geographical Presence
 - 14.1.10.5. Recent Developments
 - 14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

15.1. Key Focus Areas

15.2. Target By Flavor Type

15.3. Target By Sales Channel

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