

Superfoods Market By Product Type (Superfruits, Superseeds & Supergrains, Edible Seaweed, Others (Vegetables, etc.)), By Application (Snacks and Savory, Beverages, Bakery and Confectionery, Convenience/Ready to Eat Foods, Others (Meat, Fish, & Poultry, Etc.)), By Distribution Channel (Online & Offline), By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/SB261ACAD839EN.html>

Date: November 2023

Pages: 180

Price: US\$ 4,900.00 (Single User License)

ID: SB261ACAD839EN

Abstracts

The Global Squash Rackets Market, valued at USD 175 million in 2022, is poised for robust growth in the forecast period, with an expected CAGR of 4.2% through 2028. The global squash rackets market is currently experiencing a period of sustained expansion and innovation, driven by several influential factors that are shaping the industry.

First and foremost, the increasing popularity of squash as both a recreational and competitive sport has generated a heightened demand for top-notch equipment, particularly squash rackets. As more individuals engage in this sport, the market for squash rackets continues to flourish.

Technological advancements have also played a pivotal role in the market's progression. Manufacturers are consistently introducing novel materials and designs aimed at enhancing racket performance. These innovations seek to elevate various aspects, including racket durability, power, control, and the overall player experience. The incorporation of lightweight materials, such as carbon fiber, is becoming increasingly prevalent, rendering rackets more wieldy while retaining their strength.

Furthermore, a discernible trend in the global squash rackets market is the movement towards customization. Players are actively seeking rackets that align with their specific playing styles and preferences. In response, manufacturers are offering an array of racket weights, head sizes, and stringing options, empowering players to tailor their equipment for optimal performance.

In conclusion, the global squash rackets market is on an upward trajectory, propelled by the sport's burgeoning popularity, continuous technological advancements, and the increasing demand for personalized equipment. As the industry continues to evolve, both casual and professional players can anticipate an exciting array of options designed to enhance their squash experience.

Key Market Drivers

Rising Popularity of Squash as a Sport

One of the primary drivers of the global squash rackets market is the increasing popularity of squash as a sport. Squash is a physically demanding and highly competitive sport that has gained traction worldwide. As more people engage in squash for both recreational and professional purposes, the demand for squash rackets has grown. The sport's inherent appeal, offering a challenging and engaging way to stay fit, has led to an expanding player base, which directly drives the need for high-quality rackets.

Technological Advancements in Racket Design

Technological innovation is a crucial driver of growth in the squash rackets market. Manufacturers are continually investing in research and development to create rackets that offer superior performance. This includes advancements in materials, such as the use of lightweight yet robust materials like carbon fiber, which enhances racket durability and power. Furthermore, innovations in racket design, string technology, and grip materials are improving control and player experience. These advancements attract players seeking equipment that complements their skills and enhances their gameplay.

Customization and Personalization Trends

Customization and personalization have become significant trends in the squash rackets market. Players increasingly seek rackets tailored to their playing styles and

preferences. Manufacturers are responding by offering a wide range of options, including variations in racket weight, head size, string tension, and grip size. This level of customization allows players to optimize their rackets for their specific needs, fostering greater player satisfaction and loyalty. As players become more discerning, customization is likely to remain a driving force in the market.

Globalization and Access to Emerging Markets

The globalization of sports and increasing access to emerging markets have expanded the squash rackets market's reach. Squash is no longer confined to traditional strongholds but is gaining popularity in regions like Asia, the Middle East, and South America. As squash participation grows in these markets, so does the demand for squash rackets. Manufacturers are actively tapping into these emerging markets, creating opportunities for growth and diversification. This globalization trend also fosters competition among brands, driving innovation and product development.

Evolving Retail and Distribution Channels

The distribution and retail channels for squash rackets have evolved significantly in recent years. Traditional sporting goods stores, specialty shops, and online platforms now offer a wide array of rackets to consumers. Online retail, in particular, has transformed the way consumers access and purchase squash rackets. With the convenience of online shopping and access to a global marketplace, players have a broader selection and can easily compare products. This shift in distribution channels has not only made rackets more accessible but has also increased market competition and price transparency.

Key Market Challenges

Limited Global Awareness and Exposure

One of the foremost challenges facing the squash rackets market is the limited global awareness and exposure of the sport. Unlike more popular sports like tennis or soccer, squash remains relatively unknown to many people worldwide. This lack of awareness hampers the sport's growth potential and, by extension, the demand for squash rackets. Without exposure and understanding of the sport's nuances, fewer individuals are inclined to take up squash, limiting the player base.

To address this challenge, efforts must be made to increase the visibility of squash

through marketing campaigns, media coverage, and grassroots initiatives. Promoting the sport at the school and community levels can introduce squash to a wider audience, creating a pipeline of potential players and racket consumers.

Cost and Accessibility Barriers

Squash is often perceived as an elite sport due to its association with private clubs and facilities that may charge high membership fees. This perception creates a barrier to entry for individuals who cannot afford access to courts and coaching. Additionally, the cost of high-quality squash rackets can be prohibitive for some players, especially those just starting in the sport.

To overcome these barriers, efforts should be made to promote more affordable and accessible options for playing squash. This may involve supporting community squash programs, providing subsidies for youth players, and partnering with schools to introduce squash as part of physical education curricula. Manufacturers can also explore more budget-friendly racket options without compromising quality, making the sport and equipment more accessible to a wider range of players.

Competition from Other Racquet Sports

Squash rackets face stiff competition from other racquet sports like tennis, badminton, and racquetball. These sports have larger established player bases and often receive more media attention and sponsorship. As a result, individuals interested in racquet sports may choose to invest in equipment for these other sports instead of squash.

Manufacturers in the squash rackets market need to emphasize the unique benefits and characteristics of squash to differentiate their products. This includes highlighting the sport's physical intensity, fast-paced nature, and the fact that it can be played in smaller spaces, making it suitable for urban environments. Additionally, collaborative efforts with squash associations and governing bodies can help raise the sport's profile and attract new players.

Regulatory and Standardization Challenges

Squash rackets, like all sports equipment, are subject to regulations and standards set by governing bodies. Ensuring that rackets comply with these standards can be a challenge for manufacturers. Changes in regulations or variations in standards across regions can require adjustments to racket designs and materials, affecting production

costs and timelines.

Furthermore, the balance between innovation and adherence to standards is a delicate one. While technological advancements can improve racket performance, they must not compromise the fairness and integrity of the game. Manufacturers must invest in research and development to stay ahead of regulatory changes and ensure their products meet the necessary criteria.

To address these challenges, collaboration between manufacturers and governing bodies is essential. Regular communication and mutual understanding can help create a more streamlined process for adapting to regulatory changes while still allowing room for innovation in squash racket design.

Key Market Trends

Technological Advancements in Racket Design

Technological innovation is at the forefront of the squash rackets market. Manufacturers are consistently pushing the boundaries of racket design and materials to enhance performance. These advancements encompass various aspects of racket construction, including frame materials, string technology, and grip materials. For example, the use of lightweight but strong materials like carbon fiber continues to increase racket durability and power, while advanced string technologies offer improved control and spin.

Moreover, manufacturers are incorporating data-driven design approaches. With the help of sensors and analytics, they can fine-tune racket specifications to cater to specific playing styles and player preferences. This trend is empowering players to select rackets that align perfectly with their unique needs and abilities.

Customization and Personalization

Personalization and customization have become pivotal trends in the squash rackets market. Players are seeking rackets that are tailored to their individual playing styles, physique, and preferences. Manufacturers are responding by offering a wide range of options, including variations in racket weight, head size, string tension, and grip size. This level of customization allows players to optimize their rackets for precise control, power, and maneuverability.

Many manufacturers offer online tools or services that guide players through the

process of selecting the ideal racket specifications for their needs. This trend enhances player satisfaction and loyalty by providing equipment that enhances their performance and enjoyment of the sport.

Sustainability and Eco-Friendly Materials

Sustainability is a growing concern in the squash rackets market, as it is in many industries. Consumers are increasingly conscious of the environmental impact of their purchases. To address this trend, manufacturers are exploring eco-friendly materials and sustainable production processes. This includes the use of recycled materials, non-toxic adhesives, and more energy-efficient manufacturing methods.

In response to consumer demand for sustainable options, manufacturers are also designing rackets with longer lifespans and durability, reducing the need for frequent replacements. Additionally, some companies are exploring ways to recycle and repurpose old rackets to minimize waste.

Smart Rackets and Wearable Technology

The integration of technology into squash rackets is an exciting trend. Smart rackets equipped with sensors and connectivity features are gaining popularity among tech-savvy players. These rackets can provide real-time data on performance metrics such as shot speed, accuracy, and spin. This information allows players to analyze their gameplay and make informed improvements.

Moreover, wearable technology is becoming increasingly prevalent in the sport. Smart wearables like fitness trackers and smart clothing can track a player's physical exertion and monitor health metrics during matches. This data can help players optimize their training routines and overall fitness, contributing to improved on-court performance.

Global Expansion of Squash

Squash is experiencing a surge in popularity in regions outside of its traditional strongholds, such as North America and Western Europe. Countries in Asia, the Middle East, and South America are embracing the sport, leading to an expansion of the global squash community. This trend is driving the demand for squash rackets in new markets.

To capitalize on this growth, manufacturers are increasingly targeting emerging regions and sponsoring events and players from these areas. As squash becomes more

accessible and widely played, the market for squash rackets is expected to continue expanding globally.

E-commerce and Online Retail

The distribution and retail channels for squash rackets are evolving rapidly. E-commerce platforms have become major players in the market, offering a vast selection of rackets to consumers worldwide. The convenience of online shopping, coupled with access to customer reviews and expert advice, has revolutionized the way players purchase their equipment.

Manufacturers are investing in their online presence, providing detailed product information, video demonstrations, and customization tools to assist customers in making informed choices. This shift in distribution channels has increased market competition, encouraged price transparency, and facilitated the global availability of squash rackets.

Segmental Insights

Product Type Insights

The "open throat" design has emerged as a growing and influential segment in the world of squash rackets. This design concept, also referred to as the "teardrop" or "open bridge" design, involves the reshaping of the racket head to create a larger, more open string pattern towards the top of the frame. This design departure from traditional "closed throat" rackets, which have a smaller string pattern throughout the racket head, has sparked significant interest and adoption among players of various skill levels.

The primary advantage of the open throat design is the enhanced power and maneuverability it offers. With a larger string pattern in the upper part of the racket, players can generate greater head speed and whip-like motion, resulting in more powerful shots. Additionally, the increased string bed area towards the top of the racket provides a larger sweet spot, allowing for better control and accuracy in shots, even when not hitting the ball dead center.

This design has gained traction particularly among advanced players seeking to maximize their offensive capabilities on the court. However, it's also becoming popular among intermediate and recreational players who appreciate the additional power and forgiveness it offers, enabling them to improve their gameplay and enjoy a more

satisfying experience on the squash court.

Manufacturers are responding to this trend by producing a wider range of open throat rackets, catering to various playing styles and skill levels. As the open throat design continues to gain momentum in the squash rackets market, it reflects the industry's commitment to innovation and meeting the diverse needs of players, ultimately contributing to the growth and evolution of the sport.

Distribution Channel Insights

The "online" segment is rapidly emerging as a pivotal and fast-growing aspect of the global squash rackets market. In recent years, the convenience and accessibility of online retail channels have revolutionized the way players, enthusiasts, and consumers in general purchase squash rackets and related equipment.

One of the key drivers behind the growth of the online segment is the sheer convenience it offers. Players can now browse a vast array of squash racket options, compare specifications, read customer reviews, and make informed decisions from the comfort of their homes. This convenience extends to players of all levels, from beginners looking for their first racket to advanced players seeking specific customizations.

Furthermore, online platforms have facilitated global access to a wide variety of squash rackets. Players can explore and purchase products from both established and niche brands, allowing for a more diverse and tailored selection. This increased market competition has also led to competitive pricing and incentives for customers.

Manufacturers and retailers are increasingly investing in their online presence, enhancing user experiences through informative product descriptions, video demonstrations, and virtual racket customization tools. These efforts not only cater to tech-savvy consumers but also provide valuable resources for players looking to make the right racket choices.

The ongoing evolution of the online segment highlights the industry's adaptability and responsiveness to changing consumer preferences. As technology continues to shape the retail landscape, the online segment is poised to grow further, becoming an integral part of the squash rackets market, offering convenience, variety, and a seamless shopping experience for players worldwide.

Regional Insights

North America is experiencing a notable resurgence in the squash rackets market. Historically dominated by racquet sports like tennis and golf, the region has seen a growing interest in squash, particularly among younger generations seeking fast-paced and intense sports. The growth is propelled by increased investment in squash facilities, school programs, and professional tournaments. Additionally, the online presence of squash equipment retailers has made it easier for enthusiasts to access a wide range of rackets and gear. As the sport gains momentum and participation rises, North America is emerging as a promising and growing segment within the global squash rackets market.

Key Market Players

Head N.V.

Dunlop Sport

Tecnifibre

Wilson Sporting Goods

Babolat

Prince Global Sports

ONE SPORTS s.r.l.

Black Knight Enterprises Ltd.

Dunlop Sports Co Ltd.

Amer Sports

Report Scope:

In this report, the Global Squash Rackets Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Squash Rackets Market, By Product Type:

Open Throat

Closed Throat

Hybrid

Squash Rackets Market, By Distribution Channel:

Online

Offline

Squash Rackets Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Squash Rackets Market.

Available Customizations:

Global Squash Rackets 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 ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenges Faced Post Purchase

5. GLOBAL SUPERFOODS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Superfruits, Superseeds &

Superfoods Market By Product Type (Superfruits, Superseeds & Supergrains, Edible Seaweed, Others (Vegetables,...

Supergrains, Edible Seaweed, Others (Vegetables, etc.))

5.2.2. By Application Market Share Analysis (Snacks and Savory, Beverages, Bakery and Confectionery, Convenience/Ready to Eat Foods, Others (Meat, Fish, & Poultry, Etc.))

5.2.3. By Distribution Channel Market Share Analysis (Online & Offline)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North America Market Share Analysis

5.2.4.2. South America Market Share Analysis

5.2.4.3. Middle East & Africa Market Share Analysis

5.2.4.4. Europe Market Share Analysis

5.2.4.5. Asia-Pacific Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Superfoods Market Mapping & Opportunity Assessment

5.3.1. By Product Type Mapping & Opportunity Assessment

5.3.2. By Application Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA SUPERFOODS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Application Market Share Analysis

6.2.3. By Distribution Channel Market Share Analysis

6.2.4. By Country Market Share Analysis

6.2.4.1. United States Superfoods Market Outlook

6.2.4.1.1. Market Size & Forecast

6.2.4.1.1.1. By Value

6.2.4.1.2. Market Share & Forecast

6.2.4.1.2.1. By Product Type Market Share Analysis

6.2.4.1.2.2. By Application Market Share Analysis

6.2.4.1.2.3. By Distribution Channel Market Share Analysis

6.2.4.2. Canada Superfoods Market Outlook

6.2.4.2.1. Market Size & Forecast

6.2.4.2.1.1. By Value

6.2.4.2.2. Market Share & Forecast

6.2.4.2.2.1. By Product Type Market Share Analysis

- 6.2.4.2.2.2. By Application Market Share Analysis
- 6.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.3. Mexico Superfoods Market Outlook
 - 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
 - 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Product Type Market Share Analysis
 - 6.2.4.3.2.2. By Application Market Share Analysis
 - 6.2.4.3.2.3. By Distribution Channel Market Share Analysis

7. EUROPE SUPERFOODS MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type Market Share Analysis
 - 7.2.2. By Application Market Share Analysis
 - 7.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. France Superfoods Market Outlook
 - 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1. By Value
 - 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Product Type Market Share Analysis
 - 7.2.4.1.2.2. By Application Market Share Analysis
 - 7.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4.2. Germany Superfoods Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Product Type Market Share Analysis
 - 7.2.4.2.2.2. By Application Market Share Analysis
 - 7.2.4.2.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4.3. Spain Superfoods Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Product Type Market Share Analysis
 - 7.2.4.3.2.2. By Application Market Share Analysis

- 7.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.4. Italy Superfoods Market Outlook
 - 7.2.4.4.1. Market Size & Forecast
 - 7.2.4.4.1.1. By Value
 - 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Product Type Market Share Analysis
 - 7.2.4.4.2.2. By Application Market Share Analysis
 - 7.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.5. United Kingdom Superfoods Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Product Type Market Share Analysis
 - 7.2.4.5.2.2. By Application Market Share Analysis
 - 7.2.4.5.2.3. By Distribution Channel Market Share Analysis

8. ASIA-PACIFIC SUPERFOODS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type Market Share Analysis
 - 8.2.2. By Application Market Share Analysis
 - 8.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China Superfoods Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Product Type Market Share Analysis
 - 8.2.4.1.2.2. By Application Market Share Analysis
 - 8.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4.2. Japan Superfoods Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Product Type Market Share Analysis
 - 8.2.4.2.2.2. By Application Market Share Analysis
 - 8.2.4.2.2.3. By Distribution Channel Market Share Analysis

- 8.2.4.3. India Superfoods Market Outlook
 - 8.2.4.3.1. Market Size & Forecast
 - 8.2.4.3.1.1. By Value
 - 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Product Type Market Share Analysis
 - 8.2.4.3.2.2. By Application Market Share Analysis
 - 8.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.4. Australia Superfoods Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Product Type Market Share Analysis
 - 8.2.4.4.2.2. By Application Market Share Analysis
 - 8.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.5. South Korea Superfoods Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Product Type Market Share Analysis
 - 8.2.4.5.2.2. By Application Market Share Analysis

9. MIDDLE EAST & AFRICA SUPERFOODS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type Market Share Analysis
 - 9.2.2. By Application Market Share Analysis
 - 9.2.3. By Distribution Channel Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. South Africa Superfoods Market Outlook
 - 9.2.4.1.1. Market Size & Forecast
 - 9.2.4.1.1.1. By Value
 - 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Product Type Market Share Analysis
 - 9.2.4.1.2.2. By Application Market Share Analysis
 - 9.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 9.2.4.2. Saudi Arabia Superfoods Market Outlook
 - 9.2.4.2.1. Market Size & Forecast

- 9.2.4.2.1.1. By Value
- 9.2.4.2.2. Market Share & Forecast
 - 9.2.4.2.2.1. By Product Type Market Share Analysis
 - 9.2.4.2.2.2. By Application Market Share Analysis
 - 9.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.3. UAE Superfoods Market Outlook
 - 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
 - 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Product Type Market Share Analysis
 - 9.2.4.3.2.2. By Application Market Share Analysis
 - 9.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.4. Turkey Superfoods Market Outlook
 - 9.2.4.4.1. Market Size & Forecast
 - 9.2.4.4.1.1. By Value
 - 9.2.4.4.2. Market Share & Forecast
 - 9.2.4.4.2.1. By Product Type Market Share Analysis
 - 9.2.4.4.2.2. By Application Market Share Analysis
 - 9.2.4.4.2.3. By Distribution Channel Market Share Analysis

10. SOUTH AMERICA SUPERFOODS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type Market Share Analysis
 - 10.2.2. By Application Market Share Analysis
 - 10.2.3. By Distribution Channel Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Argentina Superfoods Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value
 - 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Product Type Market Share Analysis
 - 10.2.4.1.2.2. By Application Market Share Analysis
 - 10.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 10.2.4.2. Colombia Superfoods Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value

- 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Product Type Market Share Analysis
 - 10.2.4.2.2.2. By Application Market Share Analysis
 - 10.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 10.2.4.3. Brazil Superfoods Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast
 - 10.2.4.3.2.1. By Product Type Market Share Analysis
 - 10.2.4.3.2.2. By Application Market Share Analysis
 - 10.2.4.3.2.3. By Distribution Channel Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL SUPERFOODS MARKET

- 12.1. Impact Assessment Model
 - 12.1.1. Key Segments Impacted
 - 12.1.2. Key Regions Impacted
 - 12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. PORTER'S FIVE FORCES MODEL

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

15. SWOT ANALYSIS

- 15.1. Strengths
- 15.2. Weaknesses

15.3. Opportunities

15.4. Threats

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles

16.1.1. Sunfood

16.1.1.1. Company Details

16.1.1.2. Products

16.1.1.3. Financials (As Per Availability)

16.1.1.4. Key Market Focus & Geographical Presence

16.1.1.5. Recent Developments

16.1.1.6. Key Management Personnel

16.1.2. Nature's Superfoods LLP

16.1.2.1. Company Details

16.1.2.2. Products

16.1.2.3. Financials (As Per Availability)

16.1.2.4. Key Market Focus & Geographical Presence

16.1.2.5. Recent Developments

16.1.2.6. Key Management Personnel

16.1.3. OMG! Organic Meets Good

16.1.3.1. Company Details

16.1.3.2. Products

16.1.3.3. Financials (As Per Availability)

16.1.3.4. Key Market Focus & Geographical Presence

16.1.3.5. Recent Developments

16.1.3.6. Key Management Personnel

16.1.4. Suncore Foods Inc.

16.1.4.1. Company Details

16.1.4.2. Products

16.1.4.3. Financials (As Per Availability)

16.1.4.4. Key Market Focus & Geographical Presence

16.1.4.5. Recent Developments

16.1.4.6. Key Management Personnel

16.1.5. Superlife Co. Pte Ltd

16.1.5.1. Company Details

16.1.5.2. Products

16.1.5.3. Financials (As Per Availability)

16.1.5.4. Key Market Focus & Geographical Presence

- 16.1.5.5. Recent Developments
- 16.1.5.6. Key Management Personnel
- 16.1.6. Aduna Ltd
 - 16.1.6.1. Company Details
 - 16.1.6.2. Products
 - 16.1.6.3. Financials (As Per Availability)
 - 16.1.6.4. Key Market Focus & Geographical Presence
 - 16.1.6.5. Recent Developments
 - 16.1.6.6. Key Management Personnel
- 16.1.7. Impact Foods International Ltd
 - 16.1.7.1. Company Details
 - 16.1.7.2. Products
 - 16.1.7.3. Financials (As Per Availability)
 - 16.1.7.4. Key Market Focus & Geographical Presence
 - 16.1.7.5. Recent Developments
 - 16.1.7.6. Key Management Personnel
- 16.1.8. Naturya Bath
 - 16.1.8.1. Company Details
 - 16.1.8.2. Products
 - 16.1.8.3. Financials (As Per Availability)
 - 16.1.8.4. Key Market Focus & Geographical Presence
 - 16.1.8.5. Recent Developments
 - 16.1.8.6. Key Management Personnel
- 16.1.9. Anthony's Goods
 - 16.1.9.1. Company Details
 - 16.1.9.2. Products
 - 16.1.9.3. Financials (As Per Availability)
 - 16.1.9.4. Key Market Focus & Geographical Presence
 - 16.1.9.5. Recent Developments
 - 16.1.9.6. Key Management Personnel
- 16.1.10. Mannatech Incorporated
 - 16.1.10.1. Company Details
 - 16.1.10.2. Products
 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key Market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

17.1. Key Focus Areas

17.2. Target Product Type

17.3. Target Distribution Channel

18. ABOUT US & DISCLAIMER

I would like to order

Product name: Superfoods Market By Product Type (Superfruits, Superseeds & Supergrains, Edible Seaweed, Others (Vegetables, etc.)), By Application (Snacks and Savory, Beverages, Bakery and Confectionery, Convenience/Ready to Eat Foods, Others (Meat, Fish, & Poultry, Etc.)), By Distribution Channel (Online & Offline), By Region, By Competition Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/SB261ACAD839EN.html>

Price: US\$ 4,900.00 (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/SB261ACAD839EN.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