

# **North America Greens Powder Market Forecast to 2030– COVID-19 Impact and Regional Analysis– by Product Type (Fermented Greens, Marine Sources, Grass Sources, and Others), Distribution Channel (Online Sales, Offline Sales)**

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## **Abstracts**

The North America Greens Powder Market is expected to grow from US\$ 94.58 million in 2023 to US\$ 158.31 million by 2030. It is estimated to grow at a CAGR of 7.6% from 2023 to 2030.

### **Increasing Preventive Healthcare Expenditure North America Greens Powder Market**

Consumers have become conscious about their appearance. They spend significant time and money on fitness and health supplements. Owing to the rising awareness regarding the benefits of healthy lifestyle to avoid the risks of cardiac arrest, arterial plaque, stroke, diabetes, cancer, and other health issues, people are inclined toward weight loss and weight management practices. As a result, the demand for weight management plans and products such as fat burners and weight loss supplements is increasing. According to the National Institute of Health (NIH), ~15% of adults in the US have used weight-loss dietary supplements at some point in their lives. Greens powder proves beneficial in fat loss. It boosts weight loss management plans due to its high fiber content. Fiber boosts the metabolism to become active, which is crucial in burning extra fat. The fat cells are believed to hold onto excess acid. This mechanism keeps the extra acid from attacking the body's other cells and damages health. When the pH in body is neutralized by injecting alkaline-forming foods such as greens powder, the body starts getting rid of unwanted fat cells. The greens powder is also an excellent alternative to low-calorie snacks that help reduce calorie intake in a day. Thus, an upsurge in the interest among people in weight loss and weight management practices

favors the demand for greens powder.

## North America Greens Powder Market Overview

In 2022, North America held the largest share of the North America Greens Powder Market whereas US is expected to grow at the fastest CAGR over the forecast period. The growth of the North America Greens Powder Market is majorly attributed to the increasing health consciousness among consumers and presence of several local and international players.

## North America Greens Powder Market Revenue and Forecast to 2030 (US\$ Million)

### North America Greens Powder Market Segmentation

The North America Greens Powder Market is segmented into type, material, end-users, and country.

Based on type, the North America Greens Powder Market is segmented into fermented greens, marine sources, grass sources, and others. The Others segment held a larger share of the North America Greens Powder Market in 2023.

Based on distribution channel, the North America Greens Powder Market is segmented into online sales and offline sales. The offline sales segment held the largest share of the North America Greens Powder Market in 2023.

Based on country, the North America Greens Powder Market is segmented into the US, Canada, and Mexico. The US dominated the share of the North America Greens Powder Market in 2023.

Athletic Greens (USA) Inc; Garden of Life LLC; MacroLife Naturals Inc; Naturo Sciences LLC; Martin & Pleasance Wholesale Pty Ltd; New England Greens LLC; Ceautamed Worldwide LLC; Sequel Natural LLC; Nested Naturals Inc; and Iovate Health Sciences International Inc.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Scope of the Study
- 3.2 Research Methodology
  - 3.2.1 Data Collection:
  - 3.2.2 Primary Interviews:
  - 3.2.3 Hypothesis Formulation:
  - 3.2.4 Macro-economic Factor Analysis:
  - 3.2.5 Developing Base Number:
  - 3.2.6 Data Triangulation:
  - 3.2.7 Country Level Data:

### **4. NORTH AMERICA GREENS POWDER MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Expert Opinion
- 4.4 Ecosystem Analysis
  - 4.4.1 Raw Material
  - 4.4.2 Preliminary Checks & Tests
  - 4.4.3 Manufacturing Process:
  - 4.4.4 Packaging:
  - 4.4.5 Retailers

## **5. NORTH AMERICA GREENS POWDER MARKET – KEY MARKET DYNAMICS**

### 5.1 Market Drivers

5.1.1 Increasing Preventive Healthcare Expenditure

5.1.2 Developing Interest in Weight Loss and Weight Management Product Types

### 5.2 Market Restraints

5.2.1 Strict Rules and Regulations for Organic Certification of Greens Food Supplements

### 5.3 Market Opportunities

5.3.1 Rising Demand for Greens Powder with Functional Claims

5.3.2 Surging Demand for Grass-Based Supplements

### 5.4 Future Trends

5.4.1 Rising Trend of Veganism Worldwide

### 5.5 Impact Analysis of Drivers and Restraints

## **6. GREENS POWDER –NORTH AMERICA MARKET ANALYSIS**

### 6.1 North America Greens Powder Market Overview

6.2 North America Greens Powder Market –Revenue and Forecast to 2030 (US\$ Million)

## **7. NORTH AMERICA GREENS POWDER MARKET ANALYSIS – BY PRODUCT TYPE**

### 7.1 Overview

7.2 North America Greens Powder Market, By Product Type (2022 and 2030)

### 7.3 Fermented Greens

7.3.1 Overview

7.3.2 Fermented Greens: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

### 7.4 Marine Sources

7.4.1 Overview

7.4.2 Marine Sources: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

### 7.5 Grass Sources

7.5.1 Overview

7.5.2 Grass Sources: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

### 7.6 Others

### 7.6.1 Overview

7.6.2 Others: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

## **8. NORTH AMERICA GREENS POWDER MARKET ANALYSIS – BY DISTRIBUTION CHANNEL**

### 8.1 Overview

8.2 North America Greens Powder Market, By Distribution Channel (2022 and 2030)

### 8.3 Online Sales

#### 8.3.1 Overview

8.3.2 Online Sales: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

### 8.4 Offline Sales

#### 8.4.1 Overview

8.4.2 Offline Sales: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

## **9. NORTH AMERICA GREENS POWDER MARKET – COUNTRY ANALYSIS**

### 9.1 Overview

9.1.1 North America Greens Powder Market, by Key Country –Revenue (2022) (US\$ Million)

9.1.2 North America Greens Powder Market, by Key Country

9.1.2.1 US: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

9.1.2.1.1 US: North America Greens Powder Market, By Product Type

9.1.2.1.2 US: North America Greens Powder Market, by Distribution Channel

9.1.2.2 Canada: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

9.1.2.2.1 Canada: North America Greens Powder Market, By Product Type

9.1.2.2.2 Canada: North America Greens Powder Market, by Distribution Channel

9.1.2.3 Mexico: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

9.1.2.3.1 Mexico: North America Greens Powder Market, By Product Type

9.1.2.3.2 Mexico: North America Greens Powder Market, by Distribution Channel

## **10. COMPANY PROFILES**

- 10.1 Athletic Greens (USA) Inc
  - 10.1.1 Key Facts
  - 10.1.2 Business Description
  - 10.1.3 Product Types and Services
  - 10.1.4 Financial Overview
  - 10.1.5 SWOT Analysis
  - 10.1.6 Key Developments
- 10.2 Garden of Life LLC
  - 10.2.1 Key Facts
  - 10.2.2 Business Description
  - 10.2.3 Product Types and Services
  - 10.2.4 Financial Overview
  - 10.2.5 SWOT Analysis
  - 10.2.6 Key Developments
- 10.3 MacroLife Naturals Inc
  - 10.3.1 Key Facts
  - 10.3.2 Business Description
  - 10.3.3 Product Types and Services
  - 10.3.4 Financial Overview
  - 10.3.5 SWOT Analysis
  - 10.3.6 Key Developments
- 10.4 Naturo Sciences LLC
  - 10.4.1 Key Facts
  - 10.4.2 Business Description
  - 10.4.3 Product Types and Services
  - 10.4.4 Financial Overview
  - 10.4.5 SWOT Analysis
  - 10.4.6 Key Developments
- 10.5 Martin & Pleasance Wholesale Pty Ltd
  - 10.5.1 Key Facts
  - 10.5.2 Business Description
  - 10.5.3 Product Types and Services
  - 10.5.4 Financial Overview
  - 10.5.5 SWOT Analysis
  - 10.5.6 Key Developments
- 10.6 New England Greens LLC
  - 10.6.1 Key Facts
  - 10.6.2 Business Description
  - 10.6.3 Product Types and Services

- 10.6.4 Financial Overview
- 10.6.5 SWOT Analysis
- 10.6.6 Key Developments
- 10.7 Ceautamed Worldwide LLC
  - 10.7.1 Key Facts
  - 10.7.2 Business Description
  - 10.7.3 Product Types and Services
  - 10.7.4 Financial Overview
  - 10.7.5 SWOT Analysis
  - 10.7.6 Key Developments
- 10.8 Sequel Natural LLC
  - 10.8.1 Key Facts
  - 10.8.2 Business Description
  - 10.8.3 Product Types and Services
  - 10.8.4 Financial Overview
  - 10.8.5 SWOT Analysis
  - 10.8.6 Key Developments
- 10.9 Nested Naturals Inc
  - 10.9.1 Key Facts
  - 10.9.2 Business Description
  - 10.9.3 Product Types and Services
  - 10.9.4 Financial Overview
  - 10.9.5 SWOT Analysis
  - 10.9.6 Key Developments
- 10.10 Iovate Health Sciences International Inc
  - 10.10.1 Key Facts
  - 10.10.2 Business Description
  - 10.10.3 Product Types and Services
  - 10.10.4 Financial Overview
  - 10.10.5 SWOT Analysis
  - 10.10.6 Key Developments

## **11. APPENDIX**

- 11.1 About The Insight Partners
- 11.2 Word Index

## List Of Tables

### LIST OF TABLES

Table 1. North America Greens Powder Market –Revenue and Forecast to 2030 (US\$ Million)

Table 2. US North America Greens Powder Market, Product Type – Revenue and Forecast to 2030 (US\$ Million)

Table 3. US North America Greens Powder Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 4. Canada North America Greens Powder Market, By Product Type – Revenue and Forecast to 2030 (US\$ Million)

Table 5. Canada North America Greens Powder Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 6. Mexico North America Greens Powder Market, By Product Type – Revenue and Forecast to 2030 (US\$ Million)

Table 7. Mexico North America Greens Powder Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 8. List of Abbreviation



## List Of Figures

### LIST OF FIGURES

Figure 1. North America Greens Powder Market Segmentation

Figure 2. North America Greens Powder Market Segmentation – By Country

Figure 3. North America Greens Powder Market Overview

Figure 4. Others Segment Held the Largest North America Greens Powder Market Share in 2022

Figure 5. US Held the Largest North America Greens Power Market Share in 2022

Figure 6. Porter's Five Forces Analysis

Figure 7. Expert Opinion

Figure 8. Ecosystem: North America Greens Powder Market

Figure 9. North America Greens Powder Market Impact Analysis of Drivers and Restraints

Figure 10. North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 11. North America Greens Powder Market Revenue Share, By Product Type (2022 and 2030)

Figure 12. Fermented Greens: North America Greens Powder Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 13. Marine Sources: North America Greens Powder Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 14. Grass Sources: North America Greens Powder Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 15. Others: North America Greens Powder Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 16. North America Greens Powder Market Revenue Share, By Distribution Channel (2022 and 2030)

Figure 17. Online Sales: North America Greens Powder Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 18. Offline Sales: North America Greens Powder Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 19. North America Greens Powder Market Revenue Share, by Key Country (2022 and 2030)

Figure 20. US: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 21. Canada: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 22. Mexico: North America Greens Powder Market – Revenue and Forecast to 2030 (US\$ Million)

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