

Fortified Drink Market Size, Trends, Analysis, and Outlook By Nutrient (Minerals, Vitamins, Others), By Product (Non-Alcoholic, Alcoholic), By Distribution Channel (Store Based, Non-Store Based), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/F97BEE750BE8EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: F97BEE750BE8EN

Abstracts

Global Fortified Drink Market Size is valued at \$XX Million in 2024 and is forecast to register a growth rate (CAGR) of 7.4% to reach \$XX Million by 2032.

The fortified drink market is expected to witness substantial growth as consumers increasingly prioritize health and wellness in their beverage choices. The rising demand for functional drinks that provide additional nutritional benefits is driving innovation in product formulations, with an emphasis on vitamins, minerals, and probiotics. The trend towards clean-label products enhances the appeal of fortified drinks made with natural ingredients, catering to health-conscious consumers. Additionally, the growing popularity of plant-based and functional beverages, such as plant milks and protein shakes, is positioning fortified drinks as a vital segment in the evolving beverage landscape.

Fortified Drink Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Fortified Drink survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Fortified Drink industry.

Key market trends defining the global Fortified Drink demand in 2025 and Beyond

The Fortified Drink industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Fortified Drink Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Fortified Drink industry

Leading Fortified Drink companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Fortified Drink companies.

Fortified Drink Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Fortified Drink Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Fortified Drink industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Fortified Drink Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Fortified Drink Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Fortified Drink market segments. Similarly, strong market demand encourages Canadian Fortified Drink companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Fortified Drink Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Fortified Drink industry remains the major market for companies in the European Fortified Drink industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Fortified Drink market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Fortified Drink Market Size Outlook- an attractive hub for opportunities for

both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Fortified Drink in Asia Pacific. In particular, China, India, and South East Asian Fortified Drink markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Fortified Drink Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Fortified Drink Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Fortified Drink market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Fortified Drink.

Fortified Drink Company Profiles

The global Fortified Drink market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Abbott Laboratories, Danone SA, General Mills Inc, H.J Heinz, Land O'Lake, Nestlé SA, The Boots Company PLC, The Coca Cola Company, The Procter and Gamble Company, Tropicana Products Inc.

Recent Fortified Drink Market Developments

The global Fortified Drink market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Fortified Drink Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Nutrient

Minerals

Vitamins

Others

By Product

Non-Alcoholic

Alcoholic

By Distribution Channel

Store Based

Non-Store Based

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott Laboratories

Danone SA

General Mills Inc

H.J Heinz

Land O'Lake

Nestlé SA

The Boots Company PLC

The Coca-Cola Company

The Procter and Gamble Company

Tropicana Products Inc

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. FORTIFIED DRINK MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Fortified Drink Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Fortified Drink Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Fortified Drink Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Fortified Drink Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Fortified Drink Market Outlook to 2032

CHAPTER 5: FORTIFIED DRINK MARKET DYNAMICS

Fortified Drink Market Size, Trends, Analysis, and Outlook By Nutrient (Minerals, Vitamins, Others), By Produc...

- 5.1 Key Fortified Drink Market Trends
- 5.2 Potential Fortified Drink Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL FORTIFIED DRINK MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Nutrient
 - Minerals
 - Vitamins
 - Others
- Product
 - Non-Alcoholic
 - Alcoholic
- Distribution Channel
 - Store Based
 - Non-Store Based
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA FORTIFIED DRINK MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Nutrient
 - Minerals
 - Vitamins
 - Others
- Product
 - Non-Alcoholic
 - Alcoholic
- Distribution Channel
 - Store Based
 - Non-Store Based
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Fortified Drink Market Size Forecast, 2021- 2032
 - 7.3.2 Canada Fortified Drink Market Size Forecast, 2021- 2032
 - 7.3.3 Mexico Fortified Drink Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE FORTIFIED DRINK MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Nutrient

Minerals

Vitamins

Others

Product

Non-Alcoholic

Alcoholic

Distribution Channel

Store Based

Non-Store Based

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Fortified Drink Market Size Forecast, 2021- 2032

8.3.2 France Fortified Drink Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Fortified Drink Market Size Forecast, 2021- 2032

8.3.4 Spain Fortified Drink Market Size Forecast, 2021- 2032

8.3.5 Italy Fortified Drink Market Size Forecast, 2021- 2032

8.3.6 Russia Fortified Drink Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Fortified Drink Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC FORTIFIED DRINK MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Nutrient

Minerals

Vitamins

Others

Product

Non-Alcoholic

Alcoholic

Distribution Channel

Store Based

Non-Store Based

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

- 9.3.1 China Fortified Drink Market Size Forecast, 2021- 2032
- 9.3.2 India Fortified Drink Market Size Forecast, 2021- 2032
- 9.3.3 Japan Fortified Drink Market Size Forecast, 2021- 2032
- 9.3.4 South Korea Fortified Drink Market Size Forecast, 2021- 2032
- 9.3.5 Australia Fortified Drink Market Size Forecast, 2021- 2032
- 9.3.6 South East Asia Fortified Drink Market Size Forecast, 2021- 2032
- 9.3.7 Rest of Asia Pacific Fortified Drink Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA FORTIFIED DRINK MARKET ANALYSIS AND OUTLOOK TO 2032

- 10.1 South America Market Outlook by Segments, 2021- 2032
- 10.2 Nutrient
 - Minerals
 - Vitamins
 - Others
- Product
 - Non-Alcoholic
 - Alcoholic
- Distribution Channel
 - Store Based
 - Non-Store Based
- 10.3 South America Market Outlook by Country, 2021- 2032
 - 10.3.1 Brazil Fortified Drink Market Size Forecast, 2021- 2032
 - 10.3.2 Argentina Fortified Drink Market Size Forecast, 2021- 2032
 - 10.3.3 Rest of South America Fortified Drink Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA FORTIFIED DRINK MARKET ANALYSIS AND OUTLOOK TO 2032

- 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032
- 11.2 Nutrient
 - Minerals
 - Vitamins
 - Others
- Product
 - Non-Alcoholic
 - Alcoholic
- Distribution Channel

Store Based

Non-Store Based

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Fortified Drink Market Size Forecast, 2021- 2032

11.3.2 The UAE Fortified Drink Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Fortified Drink Market Size Forecast, 2021- 2032

11.3.4 South Africa Fortified Drink Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Fortified Drink Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Abbott Laboratories

Danone SA

General Mills Inc

H.J Heinz

Land O'Lake

Nestl? SA

The Boots Company PLC

The Coco Cola Company

The Proctor and Gamble Company

Tropicana Products Inc

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Fortified Drink Market Outlook by Type, 2021- 2032
- Figure 6: Global Fortified Drink Market Outlook by Application, 2021- 2032
- Figure 7: Global Fortified Drink Market Outlook by Region, 2021- 2032
- Figure 8: North America Fortified Drink Market Snapshot, Q4-2024
- Figure 9: North America Fortified Drink Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Fortified Drink Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Fortified Drink Market Share by Country, 2023
- Figure 12: Europe Fortified Drink Market Snapshot, Q4-2024
- Figure 13: Europe Fortified Drink Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Fortified Drink Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Fortified Drink Market Share by Country, 2023
- Figure 16: Asia Pacific Fortified Drink Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Fortified Drink Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Fortified Drink Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Fortified Drink Market Share by Country, 2023
- Figure 20: South America Fortified Drink Market Snapshot, Q4-2024
- Figure 21: South America Fortified Drink Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Fortified Drink Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Fortified Drink Market Share by Country, 2023
- Figure 24: Middle East and Africa Fortified Drink Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Fortified Drink Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Fortified Drink Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Fortified Drink Market Share by Country, 2023
- Figure 28: United States Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Fortified Drink Market Size Outlook, \$ Million, 2021- 2032

- Figure 32: France Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Fortified Drink Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

- Table 1: Market Scope and Segmentation
- Table 2: Global Fortified Drink Market Size Outlook, \$Million, 2021 to 2032
- Table 3: Low Case Scenario Forecasts
- Table 4: Reference Case Scenario Forecasts
- Table 5: High Growth Scenario Forecasts
- Table 6: Global Fortified Drink Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Fortified Drink Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Fortified Drink Market Outlook by Type, 2021- 2032
- Table 10: North America- Fortified Drink Market Outlook by Country, 2021- 2032
- Table 11: Europe - Fortified Drink Market Outlook by Type, 2021- 2032
- Table 12: Europe - Fortified Drink Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Fortified Drink Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Fortified Drink Market Outlook by Country, 2021- 2032
- Table 15: South America- Fortified Drink Market Outlook by Type, 2021- 2032
- Table 16: South America- Fortified Drink Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Fortified Drink Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Fortified Drink Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Fortified Drink Companies
- Table 20: Product Profiles of Leading Fortified Drink Companies
- Table 21: SWOT Profiles of Leading Fortified Drink Companies

I would like to order

Product name: Fortified Drink Market Size, Trends, Analysis, and Outlook By Nutrient (Minerals, Vitamins, Others), By Product (Non-Alcoholic, Alcoholic), By Distribution Channel (Store Based, Non-Store Based), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/F97BEE750BE8EN.html>

Price: US\$ 3,582.00 (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/F97BEE750BE8EN.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