Global Fortified Beverages Market Information- by Nutrients Type (Minerals, Vitamins and others), Product Type (Non-Alcoholic, Alcoholic), Distribution Channel (Store Based and Non-Store Based) and Region - Forecast to 2023

Market Synopsis of Fortified Beverages:

Market Scenario:
The global Fortified Beverages Market is anticipated to be driven by increasing health conscious consumers in developing economies. Also, the enhancement of livelihood in developing economies is also a significant factor for the growth of fortified beverages during the forecast period. Fortified beverages are also getting momentum due to the strong initiative of the World Health Organization (WHO) and Food & Agriculture Organization (FAO) for minimizing the occurrence of malnutrition. Due to the hectic work life, consumers are looking out for convenience products to fulfill the daily nutrition intake. Hence, the demand for fortified beverages is increasing. Moreover, the beverages are coming in various packaging solutions especially pouches have turned to be the most attractive packaging solution among the manufacturers. Increasing per capita disposable income in developing economies coupled with the rising urbanization is anticipated to be one of the significant reasons for the growth of fortified beverages during the forecast period.

Fortified beverages offer extra micronutrients which include essential trace elements and different vitamins. Fortification of beverages involves the process of adding micronutrients to beverages which are generally consumed by the different age group consumers. Fortified beverages offer a diverse range of products, enriched with various nutrients. Fortified beverages come in various types such as fruit juices, sports drinks, energy drinks, flavored milk, mineral water, flavored powder drinks, soft drinks.

Key Players
The key players profiled in the Fortified beverages market are Danone SA (France), Nestle SA (Switzerland), The Coca-Cola Company (U.S.), The Boots Company PLC (U.K.), Tropicana Products Inc. (U.S.), General Mills, Inc. (U.S.), Abbott Laboratories (U.S.)

Study Objectives of Fortified Beverages Market

- In depth analysis of the market's segments and sub-segments
- To estimate and forecast market size by nutrients type, product type, distribution channel and region
- To analyses key driving forces which are influencing the market
- Region level market analysis and market estimation of North America, Europe, Asia-Pacific, and rest of the world (ROW) and their countries
- Value chain analysis & supply chain analysis of the market
- Company profiling of major players in the market
- Competitive strategy analysis and mapping key stakeholders in the market
- Analysis of historical market trends and technologies along with current government regulatory requirements

Intended Audience

- Fortified beverages manufacturers
- Raw material suppliers
- End users (food industry)
- Retailers and wholesalers
- E-commerce companies
Traders, importers and exporters

Key Findings

- North America dominates the Fortified beverages market followed by Europe
- Asia-Pacific is the fastest growing region in the fortified beverages market. India and China has shown huge potentials for fortified beverages market share during reviewed period of 2017-2023

Segments

- Fortified beverages market has been segmented on the basis of nutrients such as mineral and vitamin. Mineral segment is further sub segmented into zinc, folic acid, copper, iron, DHA, and others. Also, the vitamin segment is further sub segmented into Vitamin A, Vitamin C, Vitamin D and others.
- Fortified beverages has been segmented on the basis of product type which include non-alcoholic beverages, alcoholic beverages. Non-alcoholic beverages can be sub segmented into fruit juices, sports drinks, energy drinks, flavored milk products, bottled water, flavored powder drinks, soft drinks and others.
- Fortified beverages has been segmented on the basis of distribution channel such as supermarkets & hypermarkets, specialist retailers, convenience stores and others.

Regional Analysis

The global fortified beverages market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these, North America region is expected to retain its dominance throughout the forecast period. This is attributed by the increasing per capita disposable income coupled with the changing lifestyles of the consumer in U.S. Europe is also estimated to hold healthy market proportion in the fortified beverages market. However, Asia pacific is projected to register maximum CAGR during the forecast period. Especially China and India offer a lucrative opportunity in the Asia Pacific region for the fortified beverages manufacturers. Latin American region is projected to show a high potential in the fortified beverages market due to the rising disposable income of some of the countries.

The fortified beverages market is segmented under the following regions mentioned below:

North America
- US
- Canada
- Europe

Europe
- Germany
- France
- Italy
- Spain
- UK
- Rest of Europe

Asia-Pacific
- China
- India
- Australia
- Singapore
- Rest of Asia Pacific

Rest of the world
- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Others

The report for Global Fortified Beverages Market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and
industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.

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