Beat: Health

INCREASING HEALTH AWARENESS TO DICTATE GROWTH OF GLOBAL INSTANT BEVERAGE PREMIX

BY TRANSPARENCY MARKET RESEARCH

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USPA NEWS - According to a new market report published by Transparency Market Research 'Instant Beverage Premix Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 - 2021,' the instant beverage premix market in terms of revenue was valued at US$59.38 bn in 2014...

According to a new market report published by Transparency Market Research 'Instant Beverage Premix Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 - 2021,' the instant beverage premix market in terms of revenue was valued at US$59.38 bn in 2014 which is expected to reach US$85.80 bn by 2021. In term of volume, the market was valued at 1.96 bn kg in 2014, which is expected to reach 225 bn kg by 2021.

Increasing health awareness among consumers is one of the major drivers for the instant beverage premix market, and is expected to fuel demand for instant beverage premix in the developing countries.

The instant beverage premix market can be categorized on the basis of product type namely instant coffee, instant milk, instant tea, soup, instant health drink and others.

Amongst various product types, in terms of revenue instant coffee held the largest market share followed by instant tea in 2014 and expected to be the same in the estimated period, 2015 to 2021. Demand for instant coffee is primarily driven by its health benefits. Drinking instant coffee makes people fresh and energetic.

Amongst various product types, in terms of volume instant tea held the largest market share followed by soup in 2014 and expected to be the same in the estimated period of 2015 to 2021.

Based on geography, the global instant beverage premix market is segmented into: North America, Europe, Asia-Pacific, and Rest of the World (RoW). At present, Asia Pacific holds the largest market share followed by Europe. Asia-Pacific is estimated to be the largest market for instant beverage premix products in 2014 and expected to be the same during the anticipate period of 2015 to 2021.

Factors such as the increasing distribution channel and availability of products on different websites such as Amazon, eBay and Wal-Mart among others are also expected to bolster the growth of the instant beverage premix market globally.

In addition, packaging design is a key driver for sales to attract consumers. In a saturated product segment with a number of products in the same category, packaging is the only differentiator that helps a consumer chooses one brand over the other. This is expected to create awareness for the instant beverage premix products during the forecast period.

Source : Transparency Market Research

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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