

## **Smoothies Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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### **Report description:**

The global smoothies market is projected to register a CAGR of 7.2% during the forecast period, 2022 - 2027.

Smoothies were primarily sold in brick-and-mortar stores before the pandemic, accounting for most of their sales. During the COVID-19 pandemic, retail businesses had to be closed due to lockdown, and restaurant and cafe owners had to contend with the lower footfall in their outlets. Several companies pivoted their business model and decided to produce packaged iterations of their popular products, while franchises concentrated on meal delivery partners and drive-through services. Moreover, companies that offered more nutritious product offerings thrived due to increased awareness regarding the consumption of healthy foods.

The smoothie market is flourishing in developed and emerging regions. The growth is fueled by a rising number of health-conscious customers, changing lifestyles and eating patterns, and the health benefits of smoothies. Consumers are moving away from high-carbohydrate foods and toward protein-rich options. In addition, to achieve their daily nutritional requirements, people are consuming more functional beverages, such as smoothies. Furthermore, due to busy lives and long working hours, there has been an increase in demand for more convenient food options.

The emergence of the ready-to-eat (RTE) smoothie category has allowed companies to step into new avenues of product innovation. RTE smoothies are spoonable and require no work, creating a new chance for grocery shops to leverage the growth of frozen goods, which are known for storing healthful ingredients more than perishable items.

### Smoothies Market Trends

#### Increasing Consumption of Healthy Beverages

Smoothies, which include large servings of fruits and vegetables, are recommended as a healthy diet. Moreover, rising health consciousness among consumers, changing lifestyle and food habits, and health benefits are driving the smoothies market's

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growth. Currently, the consumption habits of the majority of the population include skipping meals and using other snack foods as substitutes. The intake of carbohydrates, primarily when smoothies are made without sugar, is low. Thus, most gym trainers recommend smoothies to people planning to lose weight. Therefore, smoothies emerged as perfect meal replacement products. Furthermore, they are healthier than other snack products and offer good taste, convenience, and portability.

North America accounts for the Major Share

The North American region accounts for the major share in the market studied, followed by the Asia-Pacific region. In the North American region, the United States accounted for the majority share in terms of consumption of healthy ingredients, owing to the busy lifestyle and deteriorating health conditions in the country. Moreover, rising health consciousness and busy lifestyle are driving the adoption of convenience food. Thus in 2021, Kind launched frozen smoothie bowls to appeal to consumers who eat their breakfast at home. Kind's frozen smoothie bowls are said to be a healthier alternative to other frozen breakfast items and include at least 7 grams of protein and no more than 9 grams of added sugar.

Smoothies Market Competitor Analysis

The global smoothie market is highly fragmented, owing to the presence of large regional and domestic players in different countries. Emphasis is given to the merger, expansion, acquisition, and partnership of the companies and new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. A few of the most active companies in the global market include MTY Food Group, and Smoothie King, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

#### **Table of Contents:**

#### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
  - 4.3.1 Threat of New Entrants
  - 4.3.2 Bargaining Power of Buyers/Consumers
  - 4.3.3 Bargaining Power of Suppliers
  - 4.3.4 Threat of Substitute Products
  - 4.3.5 Intensity of Competitive Rivalry

#### 5 MARKET SEGMENTATION

- 5.1 By Product Type

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- 5.1.1 Fruit-based
- 5.1.2 Dairy-based
- 5.1.3 Other Product Types
- 5.2 By Distribution Channel
  - 5.2.1 Supermarkets/Hypermarkets
  - 5.2.2 Smoothie Bars
  - 5.2.3 Convenience Stores
  - 5.2.4 Other Distribution Channels
- 5.3 Geography
  - 5.3.1 North America
    - 5.3.1.1 United States
    - 5.3.1.2 Canada
    - 5.3.1.3 Mexico
    - 5.3.1.4 Rest of North America
  - 5.3.2 Europe
    - 5.3.2.1 United Kingdom
    - 5.3.2.2 Germany
    - 5.3.2.3 France
    - 5.3.2.4 Russia
    - 5.3.2.5 Italy
    - 5.3.2.6 Spain
    - 5.3.2.7 Rest of Europe
  - 5.3.3 Asia-Pacific
    - 5.3.3.1 India
    - 5.3.3.2 China
    - 5.3.3.3 Japan
    - 5.3.3.4 Australia
    - 5.3.3.5 Rest of Asia-Pacific
  - 5.3.4 South America
    - 5.3.4.1 Brazil
    - 5.3.4.2 Argentina
    - 5.3.4.3 Rest of South America
  - 5.3.5 Middle East & Africa
    - 5.3.5.1 South Africa
    - 5.3.5.2 Saudi Arabia
    - 5.3.5.3 Rest of Middle East & Africa

## 6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Most Active Companies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
  - 6.4.1 MTY Food Group
  - 6.4.2 Smoothie King
  - 6.4.3 Danone SA
  - 6.4.4 Focus Brands LLC
  - 6.4.5 Bolthouse Farms

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- 6.4.6 Daily Harvest
- 6.4.7 The Coca-Cola Company
- 6.4.8 The Hain Celestial Group Inc.
- 6.4.9 PepsiCo Inc.
- 6.4.10 The Kraft Heinz Company

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 IMPACT OF COVID-19 ON THE MARKET

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