

Kefir Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The kefir market is projected to grow at a CAGR of 6.4% during the forecast period (2022-2027).

Due to the outbreak, people have become more health conscious. Thereby, the demand for kefir has been strong due to its many health benefits. Utilizing the space, players are launching innovative products in the landscape. For Instance, in February 2021, Lifeway Foods launched new functional kefir products to support immunity and help consumers improve overall health: 3.5oz Functional Shot Multipacks and Organic Grassfed Kefir.

Rising health consciousness and increasing purchasing power have also boosted the purchase of health-benefiting foods, including kefir, in emerging economies like Asia-Pacific and South America.

Also, the benefits of kefir for lactose-intolerant people have increased consumption among individuals suffering from lactose intolerance.

Kefir Market Trends

Increasing Demand For Probiotics Drinks

Kefir has gained popularity in health-conscious communities, but many are vegans. The market is responding with Non-dairy products to appeal to vegans. Kefir can be consumed daily by people of all age groups. Rising health concerns across the region and the efficacy of probiotics in addressing health concerns are expected to be a major driving factors for the overall probiotics market growth. Increasing disposable income, broadening probiotics portfolio, and accessibility to the products are also expected to benefit the industry demand for yogurt and kefir. Further, according to the data from CLAL, around 2,429.6 thousand tons of soured milk, yogurt, kefir, and mixed milk product were consumed in Germany in 2020.

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Europe Witnessed Fastest Revenue Growth

The popularity of probiotic foods and beverages fuels the market growth of kefir in Europe. Kefir is quite popular in eastern European countries, where it is used to help balance digestive systems. For Instance, according to Statistics Denmark, in 2020, the import value of buttermilk, kefir, and other fermented or acidified milk or cream into Denmark amounted to almost DKK 137 million. Kefir is consumed as breakfast, lunch, or dinner in these regions, depending on consumers' choices. Russia is the largest producer of kefir globally, followed by Poland.

Kefir Market Competitor Analysis

The kefir market is highly competitive, with a strong presence of global and regional players. Lifeway Foods, Inc., Hain Celestial, Nestle, and Danone are some companies leading the kefir market. The players focus on innovative products, new product launches, quality processing, acquisition, and retention of the consumer base. Industry players are investing heavily in R&D activities to develop probiotic products that can cater to consumers' distinct needs. Major industry participants are also adopting strategies such as introducing their brands in untapped economies to gain market dominance.

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 Form
 - 5.1.1 Organic
 - 5.1.2 Conventional
- 5.2 By Category
 - 5.2.1 Flavored kefir
 - 5.2.2 Non-flavored kefir

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- 5.3 By Product Type
 - 5.3.1 Milk Kefir
 - 5.3.1.1 Dairy based
 - 5.3.1.2 Non-dairy based
 - 5.3.2 Water Kefir
- 5.4 By Distribution Channel
 - 5.4.1 Supermarkets/Hypermarkets
 - 5.4.2 Convenience Stores
 - 5.4.3 Specialist Stores
 - 5.4.4 Other Distribution Channels
- 5.5 Geography
 - 5.5.1 North America
 - 5.5.1.1 United States
 - 5.5.1.2 Canada
 - 5.5.1.3 Mexico
 - 5.5.1.4 Rest of North America
 - 5.5.2 Europe
 - 5.5.2.1 Germany
 - 5.5.2.2 United Kingdom
 - 5.5.2.3 Italy
 - 5.5.2.4 Spain
 - 5.5.2.5 France
 - 5.5.2.6 Russia
 - 5.5.2.7 Rest of Europe
 - 5.5.3 Asia Pacific
 - 5.5.3.1 China
 - 5.5.3.2 Japan
 - 5.5.3.3 India
 - 5.5.3.4 Australia
 - 5.5.3.5 Rest of Asia-Pacific
 - 5.5.4 South America
 - 5.5.4.1 Brazil
 - 5.5.4.2 Argentina
 - 5.5.4.3 Rest of South America
 - 5.5.5 Middle-East
 - 5.5.5.1 South Africa
 - 5.5.5.2 United Arab Emirates
 - 5.5.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Lifeway Foods, Inc.
 - 6.4.2 The Hain Celestial Group, Inc.
 - 6.4.3 Nestle S.A

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- 6.4.4 Danone S.A
- 6.4.5 Green Valley Creamery
- 6.4.6 Maple Hill Creamery, LLC.
- 6.4.7 Emmi AG (Redwood Hill Farm & Creamery)
- 6.4.8 Biotiful Dairy
- 6.4.9 Evolve Kefir
- 6.4.10 The Icelandic Milk and Skyr Corporation

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

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