

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

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Report description:

The Organic Beverage Market is projected to register a CAGR of 13% over the forecast period.

The market studied is driven by the growing awareness among consumers to limit exposure to harmful chemicals used in conventional beverage production and the rising awareness of the benefits of organic products. Additionally, the market studied is driven by the trend toward clean-label products and cleaner diets. Consumers across the world are increasingly reaching for fresher and healthier food and beverage options for themselves. Another key trend observed in the market studied is innovative packaging and the use of organic ingredients that have significant health benefits, primarily focused on cognitive and physical development.

Organic beverages can help in improving the health conditions of the gut by maintaining the balance of the intestine and increasing immunity. Hence, there is an increasing demand for pure and natural ingredients in organic beverages, which has led the key players in the market to expand their product offerings with an extensive range of authentic fruit-based organic drinks. In addition to growing consumer demand for non-sweet, non-caffeinated beverages, the availability of new flavors and ingredients like turmeric, aloe Vera, and activated charcoal in attractive, easy-to-carry packaging and in-store packaging is likely to contribute to the growth of the organic beverage industry.

Organic Beverage Market Trends

Health-conscious consumers are increasingly demanding organic beverages

Globally, there is an increase in demand for organic beverages as consumers are becoming health-conscious and prefer

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beverages that are free from flavoring agents, preservatives, and synthetic pesticide-free. With changing consumer tastes and health benefits, consumers are increasingly interested in innovative and evolving flavors. Instead of drinking other carbonated drinks, consumers are switching to organic beverages. Organic fruits and vegetable juice are becoming more popular due to their high nutrient content.

Manufacturers are focusing on new product developments by bringing various blends of organic flavors to attract the consumer base. For instance, in January 2022, Drake's Organic Spirits introduced a new BOXTAIL flavor: Drake's Perfect Margarita BOXTAIL. It joins Drake's line of ready-to-drink (RTD) cocktails including the Minted Mojito, Watermelon-Tini, Mango Punch, and Black Cherry Limeade. Further, with an increase in supportive policies from various countries toward organic business, the market for organic beverages is expected to grow further during the forecast period.

North America is the Largest Market

North America remains to be the largest market for organic beverages due to the shift in consumer interest toward natural and clean-label products. In the United States, organic products, including beverages, have shifted from being a lifestyle choice to being consumed at least occasionally by the majority of Americans. Organic fruit and vegetable juices continued to perform well as consumers become more aware of the growing process as well as certifications such as USDA, which is driving them to go for beverages from organic sources rather than conventional ones. With the number of private-label beverage manufacturers entering the segment, the market for organic beverages is projected to grow further during the forecast period. Moreover, increasing awareness levels for organic products among consumers and continuous launches of new product variants are expected to support the organic beverage market across the North American region.

Organic Beverage Market Competitor Analysis

Anheuser-Busch InBev, Nestle SA, PepsiCo (Lipton), Danone SA (Horizon Organic), and Parkers Organic Juices are the major companies that are operating in this market. These companies are embarking on mergers and acquisitions and new product developments as their key strategies to strengthen their positions and optimize their offerings, respectively. For instance, Danone acquired WhiteWave to expand its product portfolio for dairy products. Further, the acquisition will strengthen the company's product line with brands, including Horizon Organic milk.

Additional Benefits:

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

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