

Apple Cider Vinegar Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The Apple Cider Vinegar Market is projected to register a CAGR of 12.32% during the forecast period.

Apple cider vinegar promotes fat-burning and weight loss, decreases blood sugar levels, and helps reduce cholesterol. Hence, with the rising rate of obesity in countries such as the United States, Canada, Mexico, New Zealand, Australia, the United Kingdom, and India, as a result, the demand for apple cider vinegar is increasing as an easy and healthy way to fight obesity. Targeting this emerging trend, the companies are well positioning their product to address this demand. Thus, manufacturers leverage this tailwind to further build the base through innovation, distribution enhancement, and higher product visibility. For instance, in May 2022, as part of the launch of its new product range, functional drink brand Hip Pop introduced a line of apple cider vinegar sodas. This product is available in flavors like Ginger, Turmeric, and Black Pepper, as well as Peach and Mango. It is a low-sugar gut health drink that contains prebiotics and probiotics.

The rise in demand for the product is mainly due to its overall benefits. It has encouraged new players to invest in the market with product differentiations in terms of flavor, format, packaging, and others. Additionally, the penetrated e-commerce channels further boost product sales in the forecast period. Various research studies proved that apple cider vinegar has several health benefits, however, consuming too much vinegar may lead to unwanted effects like tooth decay on the regular consumption of undiluted vinegar, nausea, and even low potassium levels in some extreme cases. Skin burns can also occur if undiluted apple cider vinegar stays in contact with the skin for a long time. Hence, it is anticipated that the mentioned effects can hamper the flourishing market.

Apple Cider Vinegar Market Trends

Functional Benefits Associated With Apple Cider Vinegar

Apple cider vinegar has been used medically for centuries. However, it has recently enjoyed a surge in popularity due to its

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natural remedies for various health problems. Additionally, doctors worldwide claim that apple cider vinegar supports digestion, helps control blood sugar level spikes, and creates a feeling of satiation. It can also be beneficial for those looking for a weight loss aid. According to the Centers for Disease Control and Prevention, the prevalence of obesity in the United States has risen gradually over the past decade. As of 2020, almost 32% of the population aged 18 years and older was obese, an increase from 29.6% in 2016. Thus people prefer food products that tend to reduce their weight.

Furthermore, various studies have depicted that taking vinegar with a high-carb meal increased feelings of fullness, causing participants to eat 200-275 fewer calories throughout the day. Due to their busy lifestyle, consumers are looking for a natural multitasking product that is in tune with nature and does not harm the environment. Apple cider vinegar fits in the category very well, as it can be used for cleaning, as a health supplement, and for scalp health.

Asia Pacific holds the Largest Market Share

Apple cider vinegar (ACVs) is very popular in the Asia-Pacific region. The consumers in the region widely consume it directly by mixing it in water, owing to its health benefits, also, it is used in varied Japanese and Chinese dishes in the form of marinades, dressing, or sauce, providing tangy flavor to the dish. In China, apple cider vinegar is widely consumed as a remedy for weight loss, and to improve the functioning of the digestive system, alleviate blood sugar, improve the body's absorption of nutrients, and enhance consumer performance in sports, as it is a fermented food enriched with probiotic content.

In Japan, however, the demand for apple cider vinegar skyrockets during summers, as consumers in the nation prefer consuming ACV with carbonated water, which aids in cooling the body together with varied skin benefits, like skin toner, prevents pimples and acne, and cures sunburn. Additionally, the manufacturers in the region are constantly upgrading their product portfolio as per consumer demand, which is projected to support the growth of the market. Moreover, the health benefits associated with it further enticed a few Chinese pharmaceutical companies into the market studied.

Apple Cider Vinegar Market Competitor Analysis

The market is highly fragmented, with the strong presence of various global and regional key players operating in the market. The companies leading the market presently strive to develop products that can be as versatile in use as possible. The major players like Barnes Naturals Pty Ltd, The Kraft Heinz Company, White House Foods, Swander Pace Capital LLC (Bragg), Molson Coors Beverage Company, etc., have introduced various free-from kinds of apple cider vinegar at a large scale to promote the growth of the potential market. Market players also focus on acquiring global or regional players and augmenting their product offerings, primarily to strengthen their positions in the market.

Additional Benefits:

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

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