

Maple Water - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Maple Water Market size is estimated at USD 0.46 billion in 2024, and is expected to reach USD 1.75 billion by 2029, growing at a CAGR of 30.75% during the forecast period (2024-2029).

The COVID-19 pandemic placed unprecedented stress on food and beverage supply chains with bottlenecks in farm labor, processing, transport, and logistics and momentous shifts in demand. Various functional beverages are more popular for their immunity-boosting properties. Since maple water is also known for enhancing immunity, it is increasingly incorporated into the regular healthy hydration category by leading manufacturers to tap into the market opportunity posed. The COVID-19 crisis is likely to accelerate trends that were already shaping the market, such as the rise of the middle class and the use of e-commerce. Online distributors are recording an increased interest as home-bound consumers explore retail alternatives.

Over the medium term, increasing demand for high nutrient beverages among consumers, preference of multi-flavored non-carbonated beverages with low-calorie intake, and increasing demand for natural and organic beverages has been majorly driving the demand for maple water. It consists of maple sap, which is water from the ground that is filtered as it travels up the tree trunk and gets infused with sugar, calcium, potassium, magnesium, and manganese along the way. It provides refreshment, taste, and essential micronutrients. Its convenience of consumption, easy availability, and gluten-free property contribute significantly to the market growth. Additionally, maple water is sourced naturally and has no added sugar or calories. Hence, health-conscious consumers are accepting the product, thereby propelling the market demand.

Also, manufacturers are fortifying maple water with vitamins, minerals, amino acids, and herbs to boost its sales. Moreover, consumers are willing to buy more products from producers that follow fair trade practices, thereby enhancing sustainability and increasing the eco-friendliness of maple water. With the increasing spending of millennials on natural and organic products, the

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market for flavored and unflavored maple water is expected to witness strong growth during the forecast period.

Maple Water Market Trends

Value-added Hydration is Evolving Consumer Preferences in the Maple Water Market

The rapid demand for flavored, fortified, or sparkling maple water is attributed to the rising consumer demand for value-added hydration in line with evolving consumer preferences. The rise in obese and diabetic populations in the United States, Canada, India, Australia, and the United Kingdom, among other countries, has shifted the focus from carbonated soft drinks to bottled water in the recent past. Maple water can be considered a mid-calorie beverage, with 45 calories per 500 ml serving. The introduction of new and innovative types of natural and organic functional water from beverage manufacturing companies engaged in the production of modified blends of protein and minerals is likely to fuel the growth of the market. In addition, the inclusion of essential ingredients, such as protein, amino acids, vitamins, and minerals, in maple water is expected to become one of the key market trends. In fact, research by the International Food Information Council Foundation on Food and Health revealed that 47% of the total consumers preferred food and beverages with additional nutrients, representing an opportunity for the fortification of maple water. The growing preference for natural drinks or alternate water focusing on natural hydration is driving the market. Some players are also capitalizing on hydration options with electrolytes for athletes, which may further boost the market growth.

North America Holds Prominent Share

The opportunities in the North American maple water market continue to grow due to the increasing availability of healthy maple trees and growing consumer demand for natural products. This is also due to the increasing awareness of the nutritional value of maple water and the increasing demand for packaged flavored beverages in the region. Moreover, the rise in the plantation of sugar maple trees across eastern Canada and the Northeastern United States contributes to the production growth of maple water. Its commercialization in North America has to undergo certifications. NPSI certification means the maple water is fresh, translucent, and crystal-clear and would maintain its beneficial properties. Moreover, maple syrup is made using maple water, which is replacing sugar in cooking, owing to the rise in the obesity rate, especially in the United States. Maple water is also used in various food items such as cocktails, soups, sorbets, and ice creams. Maple water consumption and demand are likely to rise in the coming future, with a growing preference for low-calorie, naturally sweetened water drinks, thereby accelerating the growth of the maple water market. Furthermore, the presence of major players in the region is also contributing to its market growth. Thus, in the forecast period, North America is expected to remain a leading region, with large consumption of maple water in Canada and the United States.

Maple Water Industry Overview

Some of the most active companies operating in the market are Lower Valley Beverage Company, Drink Simple, Maple 3, Kiki Maple Water, and MapleMama Beverages LLC, as these companies have extensive portfolios of the product, and their products are offered in various retail distribution channels. The prime factors determining the market players and their position in the concerned market are the continuous product launches incorporating advanced technology, high quality, improved functionalities, and sustainable manufacturing practices. These increased product launches in the niche maple water market are chiefly seen in flavored and functional water. Furthermore, brands are heavily investing in research and development and advertising or branding to strengthen their positions in the market and gain a competitive advantage.

Additional Benefits:

- The market estimate (ME) sheet in Excel format

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