

Fortified Beverages Market Overview, Top Manufacturers, Industry Growth Analysis and Forecast to 2023

Global Fortified Beverages Market - by Nutrients Type (Minerals, Vitamins), Product Type (Non-Alcoholic), Distribution Channel and Region - Forecast to 2023

PUNE, MAHARASHTRA, INDIA, May 31, 2017 /EINPresswire.com/ -- Market

Research Future published a Half Cooked Research Report (HCRR) on Global [Fortified Beverages Market](#) which is Estimated to Grow at a CAGR OF 7.50% after 2023.

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Market Overview



Major Key Players are Nestle SA (Switzerland), The Coco Cola Company (U.S.), The Boots Company PLC (U.K.), Tropicana Products Inc. (U.S.), General Mills, Inc. (U.S.), Abbott Laboratories (U.S.)”

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Fortified beverages offer extra micronutrients which includes essential minerals and vitamins to meet the daily nutrition intake. Fortification of beverages involves the process of adding micronutrients to beverages which are generally consumed by the different age group consumers. Fortified beverages offer diverse range of products, enriched with nutrients. According to the FAO most common fortified beverages is milk based beverages, as milk is consumed on a daily based across the globe. Fortified beverages comes in various types such as fruit juices, sports drinks, energy drinks, milk based beverages, mineral water, flavored instant beverage mixes, soft drinks and others.

The demand of the fortified beverages is increasing due to the changing lifestyle coupled with the growing consumer awareness and rising health & wellness concern.

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Competitive Analysis-

The major key players in the natural Fortified Beverages Market are

- Danone SA (France)
- Nestle SA (Switzerland)
- The Coco Cola Company (U.S.)
- Abbott Laboratories (U.S.)
- The Boots Company PLC (U.K.)

- Tropicana Products Inc. (U.S.)
- General Mills, Inc. (U.S.)

Global natural Fortified Beverages Market is highly concentrated in North America. APAC has massive potential for fortified beverages, as there is an increasing consumer awareness regarding the fortified beverages coupled with the per capita disposable income is anticipated to fuel the sales of fortified beverages during the forecast period.

Market Forecast

The Global Fortified Beverages are anticipated to be driven by increasing health conscious consumers in developed economies. Also, the awareness about healthy lifestyle among consumers in developing economies is supporting the growth of fortified beverages market. Key players are also emphasizing into the new product launch in the developed nations in order to acquire new consumer base. Also, the manufactures are launching their new products in various food & beverages exhibitions to create awareness of their products which in turn will accelerate the sales of fortified beverages in the near future. Fortified beverages are also gaining momentum due to the strong initiative taken by the World Health Organization (WHO) and Food & Agriculture Organization (FAO) for minimizing the occurrence of malnutrition.

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 110 numbers of pages of the project report “Fortified Beverages Market - Forecast to 2023”

Downstream Analysis-

Vitamin segment is estimated to account maximum market proportion during the forecast period of 2017 to 2023. However; Mineral segment is also estimated to register steady growth in the near future. In terms of product type, alcoholic product is estimated to retain its dominance over the reviewed period also register substantial growth. Furthermore, fruit juices is estimated to account maximum market proportion in the non-alcoholic fortified beverages product in 2017. In terms of distribution channel, supermarkets & hypermarkets is likely to hold maximum market proportion during the forecast period.

Access Report Details @ <https://www.marketresearchfuture.com/reports/fortified-beverages-market-2960>

Intended Audience

- Fortified beverages manufacturers
- Raw material suppliers
- End users (food industry)
- Retailers and wholesalers
- E-commerce companies
- Traders, importers and exporters

Market Segmentation-

Global fortified beverages market is segmented by nutrition type, product type, distribution channel and region

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At [Market Research Future \(MRFR\)](#), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR), and Market Research & Consulting Services.

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In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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