

# Kefir Market 2018 Global Analysis, Opportunities and Forecast To 2023

*Kefir -Market Demand, Growth, Opportunities and Analysis Of Top Key Player Forecast To 2022*

PUNE, MAHARASHTRA, INDIA, June 11, 2018 /EINPresswire.com/ -- [Kefir](#) Industry

## Description

Wiseguyreports.Com Adds “Kefir -Market Demand, Growth, Opportunities and Analysis Of Top Key Player Forecast To 2022” To Its Research Database

The Global Kefir market is expected to grow from \$1175.25 million in 2016 to reach \$1925.90 million by 2023 with a CAGR of 7.3%. Health benefits associated with Kefir and wide applications of kefir in pharmaceuticals and dietary supplements are some of the key factors propelling the market growth. However, lactose intolerant consumers and high production costs are hindering the market growth. The Kefir market has huge opportunities with the ongoing rise in product and packaging innovations. Additionally, widening of the distribution channel over the years is generating huge opportunities to the global kefir market during the forecast period.

By Composition, the Milk Kefir holds the largest market share as it can be prepared easily with cow milk, goat milk, coconut milk and other non-dairy-based milk. It is made by adding kefir grains to milk. Kefir milk has several health benefits such as it boosts immunity, fights cancer, builds bone strength, supports digestion and combats IBS (Irritable Bowel Syndrome), improves allergies, heals skin and improves lactose intolerance symptoms. Many food scientists are engaged in their research process in order to develop modern techniques to produce kefir. In addition, Kefir manufacturers are inventing products with new flavors such as watermelon and pumpkin spice which in turn makes kefir as the most preferred fermented drink. On the basis of Type, the Greek style kefir dominates the market owing to its health benefits among the consumers.

Geographically, Europe holds for the largest share as it is a popular drink and the consumption is also high in the European countries due to the growing health consciousness is electrifying the growth of kefir in this region. The focus of international kefir brands to cater the requirements of health-conscious consumers in this region also propels the market growth.

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Some of the key players in the Kefir market are Hain Celestial, Groupe Danone, Döhler Group, Archer Daniels Midland, Fresh Made Inc, Koninklijke DSM N.V., Nestle S.A., Lifeway Foods Inc, Helios Ingredients, Danlac Canada Inc, Nestle, E. I. Du Pont De Nemours and Company, Nourish Kefir, Kerry Group, Krasnystaw OSM, Danisco, Yogurmet Canada and The Greek Gods.

Product Types Covered:

- Organic Kefir
- Greek Style Kefir

- Low Fat Kefir
- Frozen Kefir
- Other Types

Flavors Covered:

- Flavoured
- Regular

Compositions Covered:

- Water Kefir
- Milk Kefir

Distribution Channels covered:

- Grocery Stores
- Supermarkets/ Hypermarkets
- Convenience Stores
- Online
- Other Distribution Channels

Applications covered:

- Sauces
- Pharmaceuticals
- Dips & Dressings
- Dietary Supplements
- Dairy Products
- Cosmetics
- Drinks and Smoothies
- Other Applications

Regions Covered:

- North America
  - o US
  - o Canada
  - o Mexico
- Europe
  - o Germany
  - o UK
  - o France
  - o Italy
  - o Spain
  - o Rest of Europe
- Asia Pacific
  - o Japan
  - o China
  - o India
  - o Australia
  - o New Zealand
  - o South Korea
  - o Rest of Asia Pacific
- South America
  - o Argentina
  - o Brazil

- o Chile
- o Rest of South America
- Middle East & Africa
- o Saudi Arabia
- o UAE
- o Qatar
- o South Africa
- o Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country level segments
- Market share analysis of the top industry players
- Strategic recommendations for the new entrants
- Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends.
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

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Contact Us: Sales@Wiseguyreports.Com Ph: +1-646-845-9349 (Us) Ph: +44 208 133 9349 (Uk)

Norah Trent  
WiseGuy Research Consultants Pvt. Ltd.  
+1 646 845 9349 / +44 208 133 9349  
email us here

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