

Kefir Market 2019 Global Trends, Share, Growth, Analysis, Opportunities and Forecast To 2025

PUNE, MAHARASHTRA, INDIA, May 17, 2019 /EINPresswire.com/ -- Summary:

A new market study, titled "Discover Global Kefir Market Upcoming Trends, Growth Drivers and Challenges" has been featured on WiseGuyReports.

Introduction

Global Kefir market was valued at USD xx billion in 2017 and is forecasted to reach USD xx billion in 2025 with CAGR of xx% during forecast period (2018-2025).

Kefir is similar to yogurt but healthier. Kefir contains greater variety of bacteria & yeast than yogurt. Kefir is a very powerful probiotic. It can help with various digestive problems. Kefir may improve symptoms of Allergy & Asthma. Kefir has potent antibacterial properties. It can kill harmful bacteria in the body. It lowers the risk of Osteoporosis & may be protective against cancer.

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Kefir products can be a viable option for lactose intolerant people. Water or juice based kefir products are entirely lactose-free. Even milk-based kefir products can be up to 99% lactose-free. Organic, Lactose-free, Low sugar products are becoming increasingly popular in kefir Market.

Market Dynamics-

Kefir has gained popularity in health-conscious communities, but a lot of them are vegans. The market is responding with Non-dairy products to appeal to vegans.

Kefir can be consumed daily by people of all age group. As a probiotic, kefir does contain bacteria & yeast. So AIDS patients need to consult doctors before consuming Kefir products to avoid any risk. Kefir contains histamine so histamine intolerant people must avoid kefir. Other than this, Kefir has almost no adverse health effects. But from the market point of view, the biggest obstacle to kefir products market is 'Homemade Kefir'. Commercial kefir contains much fewer strains of bacteria than natural kefir.

Market Segmentation-

Global Kefir Market be segmented based on composition type, and product type.

Based on the variety of kefir composition, the market can be divided into, Milk kefir & water kefir grains. Milk kefir grains have white cheese like appearance. Water kefir grains look like glassy crystals.

Based on Product type, Kefir market can be segmented into Organic, low fat and others (Starter culture and ready products). Kefir starter culture has limited reusability compared to kefir grains. Ready kefir products includes Kefir milk & dairy products, kefir beverages and others. Kefir dairy products are made from milk kefir grain. They are available in a variety of flavours. They can be made of whole milk, skimmed milk, organic milk or vegan options such as soymilk, almond milk, coconut milk, etc. There are also frozen kefir dairy products available in the market.

Kefir beverages are made from water kefir grains. They are made of fruit juice, coconut water, cane sugar juice, etc.

Geographical Segmentation-

Based on Geography, Kefir Market can be segmented into South America, North America, Europe, Asia-Pacific, and Others.

In US Lifeway is the biggest brand of kefir Products. In the US, the growth rate in demand for

Kefir was higher than any other fermented food in 2016. In the Next few years, it is going to be very important for Kefir market in North America & Western Europe. Russian and East-ern Europe have been consuming Kefir long before it became popular in North America.

Competitive Landscape-

There are plenty of Kefir products companies. Some of the key players are Lifeway, Nourish Kefir, Danone, Nestle and others.

There are other kefir starter culture manufacturers as well as home-made kefir grain pro-ducers. Dahlicious in 2017 launched an organic almond-milk based kefir. Lifeway began Elix-ir, a probiotic beverage.

Key market segments covered

By Composition type

- Water Kefir
- Milk Kefir
- Others

By Product Type

- Organic
- Low Fat
- Frozen
- Others

By Region

- Asia Pacific
- Europe
- North America
- South America
- Rest of the World

Scope of the report-

The report covers the key factors impacting the market, Porter 5 Forces, Product Bench-marking, and company profiles. Kefir market segmentation By Grain type (Water Kefir, Milk Kefir), By Product Type (Starter Culture, Ready Products (Kefir Milk & dairy products (Whole Milk, Low Fat, Organic, Vegan), Kefir Beverages, Others) Based on geography the market is segmented into - North America, South America, Europe, Asia Pacific and Rest of the world.

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Why purchase the report?

- Visualize the composition of the Global Kefir market across each indication, concern-ing type highlighting the critical commercial assets and players.
- Identify commercial opportunities in Global Kefir market by analyzing trends and co-development deals.
- Excel data sheet with thousands of data points of the Kefir market level 4/5 segmen-tation
- PDF report with the most relevant analysis cogently put together after exhaustive qualitative interviews and in-depth market study
- Product mapping in excel for the critical Global Kefir market products of all major market players

Target Audience

- Government Agencies
- Product Suppliers/ Buyers
- Industry Investors/Investment Bankers
- Education & Research Institutes
- Research Professionals
- Emerging Companies
- Manufacturers

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