

Caffeine Powder Market 2019 Global Analysis, Growth, Size, Share, Trends, Forecast to 2025

Global Caffeine Powder Market Trends, Forecast, And Opportunity Assessment (2019-2024)

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Description

Caffeine powder is considered a bitter, methyl xanthine alkaloid, white crystalline purine, and is generally found in beverages such as soft drinks, tea, coffee, kola nuts, and certain medicines. It is legal and unregulated in almost all parts of the globe, unlike other psychoactive components.

The extensive use of caffeine powder in pharmaceuticals, food & beverages, and other industries is considered to augment the growth of the caffeine powder market during the estimated timeframe. Caffeine has several health benefits, which contributes to the growth of the caffeine powder market globally. Caffeine stimulates the central nervous system as well as the brain and helps an individual to stay alert, thereby preventing the onset of tiredness. It blocks the effects of adenosine, which is considered a neurotransmitter which relaxes the brain, making it tired. Caffeine also helps an individual to stay awake by connecting to adenosine receptors in the brain without activating them. This further blocks the effects of adenosine, thereby leading to reduced tiredness. Caffeine also assists in increasing the level of blood adrenaline and augmenting brain activity of the neurotransmitters norepinephrine and dopamine. These benefits offered by caffeine are estimated to propel the growth of the global caffeine market across the globe.

The prevailing trend of high consumption of coffee has further added to the benefit towards the market growth worldwide. Arabica coffee exhibits high demand in the market, which is estimated to fuel the market growth in the assessment period. Arabica coffee is extensively produced in the world followed by Robusta. The extensive demand for Arabica coffee has further bolstered the caffeine market growth in the estimated time period. Moreover, companies involved in the production of beverages are highly focusing on product innovation and new product launches. This will further create huge demand for the product across the globe. Additionally, the high demand for beverage containing maximum amount of caffeine, especially among the working population has resulted in the growth of the caffeine market over the forecast period.

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Company Coverage

Jilin Shulan
Kudos Chemie Limited
Aarti Healthcare
Youhua Pharmaceutical
Spectrum Chemical
Bakul Group
CSPC

Segmental Analysis

The global caffeine powder market has been segmented on the basis of type and application.

By type, the caffeine powder market is segmented into natural caffeine powder and synthesis caffeine powder.

The application segment of caffeine powder market comprises pharmaceuticals, food & beverages, and others.

Regional Insights

Geographically, the caffeine powder market spans across regions namely, Europe, Asia Pacific, North America, South America, and the Middle East & Africa.

Considering the global scenario, Europe is considered a major market for high-quality caffeine. Several companies in Europe are involved in marketing coffee as an artisanal product rather than a commodity. The entry of coffee in the region is generally sourced through the ports of Bremen, Antwerp, Genoa, Hamburg, Le Havre and Trieste. Supermarkets in Europe are considered as the major point of sale for assortment of coffee, be it single-origin or capsules.

Industry Updates

January 2019: Matcha Works, a U.K. start-up, has recently launched its sparkling matcha energy drink and has targeted audience of the age group of 18-30 years due to demanding urban lifestyle.

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