

# Effect of COVID-19 Kefir Market 2020 Global Trends, Share, Growth, Analysis, Opportunities and Forecast To 2025

PUNE, MAHARASTRA, INDIA, May 15, 2020 /EINPresswire.com/ -- Introduction  
Kefir Market 2020

The customer often confused about kefir and yogurt. Kefir is a fragmented and cultured beverage that tastes nice, just like a yogurt drink. The kefir is a tangy and tart cultured dairy product with high protein, vitamin, and calcium content. The kefir is used as “starter” grains. There are many health benefits associated with kefir such as immunity-boosting attribute, weight loss property, improve the health of skin, and many more. As per the research, people all across the world are becoming aware of the health benefits of kefir. Therefore, the market of kefir is expected to reach higher as compared to the previous years. The product development, as well as its supplements, is the main reason behind the sharp growth of the kefir market across the world. You will be stunned when you listen to the processing of kefir.

The kefir is made of dairy milk, basically cow milk. However, it can be made of non-dairy products such as rice milk, goat milk, coconut milk. The people who are lactose intolerant may drink kefir. There are many places where you can get kefir. You can find the kefir in some of those places. Many common things exist between kefir and yogurt. Both these products have the same tastes tart but creamy. Both of these products have common elements such as calcium, protein, probiotics, and potassium. Therefore, the confusion of these two products is generally common among the consumers. When it is talked about the benefits of kefir, then we remind about the presence of elements in the product. There are many elements, such as magnesium, different minerals, enzymes content, antioxidants, and many more. Therefore, the health benefits are the main things that attract a huge base of customers from across the world.

The growing awareness has boosted the global kefir market among the people in almost every country in the world. As per the market research, the market of kefir would be hampered due to the huge price rate of this product. Though, the health-conscious people are buying this product to a great extent.

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## 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 wa-ter,

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.

#### 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.

#### 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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NOTE : Our team is studying Covid-19 and its impact on various industry verticals and wherever required we will be considering Covid-19 footprints for a better analysis of markets and industries. Cordially get in touch for more details.

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