

Cold Pressed Juice market To Expand At A Cagr Of 6.9% Through 2027 | PepsiCo Inc., Suja Life, LLC, RAW Pressery

Cold-pressed juice is juice that uses a hydraulic press to extract juice from fruit and vegetables.

SEATTLE, WA, UNITED STATES , January 12, 2022 /EINPresswire.com/ -- Market Overview:

Cold-pressed juice is juice that uses a hydraulic press to extract juice from fruit and vegetables. It retains more of the vitamins, enzymes, minerals, and antioxidants than regular juice. The nutrients in cold-pressed juice feed your body's good bacteria, which help to suppress pathogenic bacteria.



Cold Pressed Juice Market

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Competitive Landscape:

Major players operating in the global [cold pressed juice market](#) include, Evolution Fresh, Inc., Hain Celestial Group, Inc., Juice Warrior, Juice Generation, Juice Press, Liquiteria, PepsiCo Inc., Preshafood, RAW Pressery, and Suja Life, LLC.

Key Market Drivers:

Launch of new products is expected to propel growth of the global cold pressed juice market over the forecast period. For instance in May 2021, PepsiCo launched soulboost, a sparkling water beverage with a splash of real juice and functional ingredients.

Moreover, launch of new juice bars is also expected to aid in growth of the market. For instance,

in November 2021, Pedals, a U.S.-based chain of smoothie and juice bars, started its third location in Connecticut.

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Covid-19 Impact Analysis

Globally, as of 6:16pm CET, 1 December 2021, there have been 262,178,403 confirmed cases of COVID-19, including 5,215,745 deaths, reported to WHO. As of 29 November 2021, a total of 7,772,799,316 vaccine doses have been administered. The demand for enhanced waters, flavored waters, juices, and teas has increased with the emergence of Covid-19. This in turn is expected to boost growth of the global cold pressed juice market.

Key Takeaways

Launch of new products is expected to propel growth of the global cold pressed juice market over the forecast period. For instance, in 2019, Evolution Fresh launched new Organic Celery Glow, a celery juice.

Major players operating in the global cold pressed juice market are focused on adopting divestiture strategies. For instance, in August 2021, PepsiCo, Inc. entered into an agreement with PAI Partners to sell Tropicana, Naked and other select juice brands across North America.

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Important Features that are under Offering and Key Highlights of the Reports:

- Potential and niche segments/regions exhibiting promising growth.
- Detailed overview of Market
- Changing market dynamics of the industry
- In-depth market segmentation by Type, Application, etc.
- Historical, current, and projected market size in terms of volume and value
- Recent industry trends and developments
- Competitive landscape of Market
- Strategies of key players and product offerings

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□ SWOT Analysis is used to define, assess, and analyse market competition by focusing on the world's major manufacturers. The market is defined, described, and forecasted by type, application, and region.

- Examine the potential and advantages of the global and major regional markets, as well as the opportunities and challenges, as well as the constraints and risks.
- Determine whether market growth is being driven or hampered by trends and factors.
- Stakeholders will be able to assess market potential by identifying high-growth categories.
- Conduct a strategic analysis of each submarket's growth trends and contribution to the market.
- Competitive developments in the market include expansions, agreements, new product launches, and acquisitions.
- To develop a strategic profile of the major players and conduct a thorough analysis of their growth strategies.

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- In the next seven years, what innovative technology trends should we expect?
- Which sub-segment do you believe will grow the fastest over the next few years?
- By 2028, which region is predicted to have the largest market share?
- What organic and inorganic strategies are businesses employing to gain market share?

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