

Pure Coconut Water Market Size Report Highlights Remarkable Expansion | Expected to Hit USD 6.81 Billion by 2027

Increase in use of coconut-based products in food & beverage applications, rise in consumption of natural sports drinks, and innovation in taste

PORTLAND, OR, US, September 4, 2023 /EINPresswire.com/ -- The global [Pure Coconut Water Market Size](#) was valued at \$2.04 billion in 2019 and is anticipated to reach \$6.81 billion by 2027, with a CAGR of 18.9% during the forecast period. The market is expected to exhibit an incremental revenue opportunity of \$4.77 billion from 2019 to 2027.

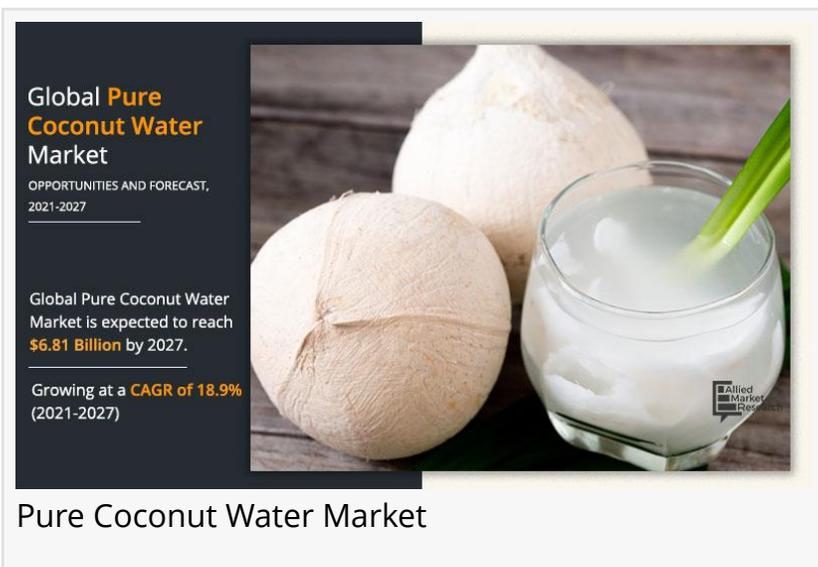
The market growth is propelled by rise in demand for coconut water as an energy drink. Active and health conscious consumers have shifted their preference toward natural alternatives to caffeinated and sugar-based energy drinks. Hence, the demand for pure coconut water as a natural energy drink is growing rapidly due to its nutritional properties such as electrolytes and nutrients, which is expected to drive the pure coconut water market growth.

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Rise in use of coconut-based products in the food & beverage applications and expansion of the retail sector drive the growth of the global pure coconut water market.

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Pure Coconut Water Market

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Prime determinants of growth

Rise in use of coconut-based products in the food & beverage applications, surge in consumption of natural sports drinks, and expansion of the retail sector drive the

growth of the global pure coconut water market. However, stagnant decline in production of coconut as compared to rise in demand restrains the market growth. Contrarily, innovations in

taste & flavor of coconut products and coconut-based food & beverages create new opportunities in the coming years.

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The key players profiled in pure coconut water market include Vita Coco, Harmless Harvest, C2o Pure Coconut Water, Taste Nirvana, Craze Foods Ltd, Goya Foods, Inc, Foco Pure Coconut Water, Cococoast, Wai Koko Coconut Water, and Mojo Organics Inc. These players are introducing new products in the market to increase the customer base and product sale.

Based on flavor, the original flavor segment held the highest market share in 2019, accounting for nearly three-fifths of the global pure coconut water market, and is estimated to maintain its dominant share during the forecast period. This is attributed to vitamins, minerals, electrolytes, and low fat & calories content in original flavor and high quality of coconut water. However, the chocolate flavor segment is projected to portray the highest CAGR of 19.6% from 2021 to 2027.

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Based on portion size, the market is segmented into small portion size (600ml) and large portion size (more than 600ml). Small portion size (600ml) segment held the major share of pure coconut water, and is likely to remain dominant throughout the forecast period. This is attributed to the higher preference allocated to the smaller packaging due to benefit of single-time solo consumption.

Based on end user, food services held the major share of pure coconut water market. This is attributed to increase in purchasing power of consumers and increased rise in spending on luxury foods & beverages have led to a rapid growth of the food service industry, resulting in an increased demand for coconut water and its products.

Region wise, Asia-Pacific was the prominent region in 2019, garnering maximum share in pure coconut water market, owing to huge consumer base and increase in population. SMEs operating in the region are targeting online sales channel to increase their sales. These companies are further investing in various marketing and advertising activities to increase their products awareness. In addition, surge in penetration of original flavor pure coconut water among consumers is anticipated to fuel the market growth during the forecast period.

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