

Kefir Market to Undertake Strapping Growth During 2024 - 2031 | Groupe Danone, Lifeway Foods Inc., Hain Celestial Group

Global kefir market was valued at US\$ 1482.05 Million in 2021 in terms of revenue, exhibiting a CAGR of 5.84 % during the forecast period (2022 to 2030).

BURLINGAME, CALIFORNIA, UNITED STATES, July 4, 2024 / EINPresswire.com/ -- Market Overview:

Kefir is a fermented milk drink made by inoculating cow, goat or sheep milk with kefir grains. It resembles drinkable yogurt or thin milk but with bigger taste and texture. Kefir provides various health benefits like improved digestion, stronger immune system, better heart health etc.

Market Dynamics:

The kefir market is expected to witness significant growth over the forecast period owing to rising health consciousness among consumers and increasing awareness about gut health and probiotics. Kefir is gaining popularity as a probiotic drink known to aid digestion and support a healthy gut microbiome. The rising vegan demographic has also contributed to the growth of plant-based kefir products made from coconut or soy milk. The availability of kefir in various flavors through e-commerce platforms and supermarkets has made it easily accessible to urban consumers, driving the market growth.

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Kefir Market Drivers: Growing Consumer Preference for Probiotic Food and Beverages



Kefir Market Trend

The global kefir market has been witnessing significant growth due to the increasing consumer awareness about the health benefits of probiotic foods and beverages. Probiotics are live microorganisms that provide various health advantages when consumed in adequate amounts. Kefir is a probiotic-rich fermented dairy drink made by inoculating cow, goat, or sheep's milk with kefir grains. It contains various beneficial bacteria and yeasts that can positively impact gut health, boost immunity, and reduce symptoms of lactose intolerance. Many consumers today are switching to kefir as it is a more nutritious alternative to regular yogurt and assists in easy digestion. The rising health-conscious population worldwide looking for functional food and beverage options is a major factor fueling the demand for kefir globally.

Kefir Market Opportunity: Growing Prepackaged Foods and Clean Label Trend

The on-the-go urban lifestyles have spurred the demand for packaged and pre-portioned healthy foods with simple ingredients lists. This presents a major opportunity for kefir manufacturers to introduce single-serve and portable snacks with clean labels highlighting the all-natural probiotic ingredients. Companies are innovating with squeeze pouches, cups, and bottles targeting the busy consumers. Many players are highlighting 'no added sugar' and focusing on minimal processing of kefir to capitalize on the growing popularity of cleaner product labels. With increased health awareness, buyers are paying closer attention to ingredient lists and preferring natural probiotic sources like kefir over artificially cultured yogurt. By leveraging the clean label trend, producers can further promote kefir as a versatile snack and breakfast drink.

Kefir Market Trends: Innovative Non-Dairy Variants and Functional Add-Ons

Moving forward, one of the crucial trends witnessed in the global kefir industry will be the launch of nutritious non-dairy variants made from ingredients like coconut milk, almond milk, cashew milk, and soy milk. This is expected to drive the popularity of kefir among vegan and lactose-intolerant consumers. Moreover, companies are looking to enhance the probiotic offerings of kefir by introducing functional customized versions blended with superfoods, prebiotics, and bioactive compounds. This involves augmenting kefir with fruit and veggie extracts, soluble fiber, omega-3s, and antioxidants. Such innovation enables brands to market kefir as a balanced functional food rather than just another fermented dairy beverage. The emergence of non-dairy and fortified variants is likely to keep bolstering growth opportunities in the upcoming years.

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Top Companies Featured in This Report:

- Groupe Danone
- Lifeway Foods Inc.

- Hain Celestial Group
- Fresh Made Inc.

Market Segmentation:

By Product Type:

- By Composition: Milk and Water
- By Product Type: Organic Kefir, Greek Kefir, Low Fat Kefir, Frozen Kefir
- By Distribution Channel: Supermarkets, Hypermarkets, Online Channel, Convenience Stores, and Others

By Applications:

- By Application: Dips, Sauces & Dressings, Cosmetics & Toiletries, Dairy Products, Dietary Supplements, and Others

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Key Insights from the Global Kefir Market Analysis:

Market Size Evaluation: Assessing the value and sales volume of the Kefir market spanning from 2024 to 2031.

Market Trends and Dynamics: Analyzing the drivers, opportunities, challenges, and risks influencing the Kefir market.

Macro-economic and Regional Impacts: Exploring how global inflation and geopolitical events affect the Kefir market.

Segment Analysis: Examining the market value and sales volume of Kefir by type and application from 2024 to 2031.

Regional Market Overview: Assessing the current situations and future prospects of the Kefir market in different regions.

Country-level Studies: Providing insights into revenue and sales volume for major countries within each region.

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Kefir sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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Alice Mutum is a seasoned senior content editor at Coherent Market Insights, leveraging extensive expertise gained from her previous role as a content writer. With seven years in content development, Alice masterfully employs SEO best practices and cutting-edge digital marketing strategies to craft high-ranking, impactful content. As an editor, she meticulously ensures flawless grammar and punctuation, precise data accuracy, and perfect alignment with audience needs in every research report. Alice's dedication to excellence and her strategic approach to content make her an invaluable asset in the world of market insights.

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