

Natural Food & Drinks Market Trends, Growth Analysis, and Future Outlook | 2022-2031

Natural Food & Drinks Market by Product Type, by Packaging, by Distribution Channel : Global Opportunity Analysis and Industry Forecast, 2020-2031.

WILMINGTON, DE, UNITED STATES,
September 26, 2025 /
EINPresswire.com/ -- The Global [Natural Food & Drinks Market Size](#) was valued at \$120,446.60 million in 2020, and is estimated to reach \$361.3 Billion by 2031, growing at a CAGR of 11.44% from 2022 to 2031.



The growth of the [natural food & drinks industry](#) is driven by rise in inclination of consumers towards health & wellness, safety, social impact, and experience in food purchasing decisions and properties offered by natural food, including convenience, price, and taste. Moreover, rise in awareness toward healthy food ingredients is expected to offer substantial growth opportunities to health food industry players. The natural food & drinks market possesses high growth potential, owing to the fact that several foodservice providers, including restaurants & hotels are inclined toward providing healthy food & drinks to cater the needs of health-conscious consumers. Thus it is expected that the rising awareness among the consumers regarding natural foods will proliferate the natural food & drinks market size globally.

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Natural food & drinks refer to food products that are manufactured without the use of hormones, antibiotics, or artificial flavors. Stringent regulatory standards do not exist for natural food & drinks in most of the countries. Thus, natural labels are normally used by manufacturers across the globe, due to lack of adequate guidelines. Natural food & drinks are available at several stores that sell organic food products. In 2021, the supermarkets/hypermarkets segment accounted for around two-fifths share of the global natural food & drinks market.

Factors supporting the market growth include consumer inclination toward health & wellness,

change in lifestyle, and food preferences . However, high cost of natural food & drink and short storage life impedes the market growth.

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Consumer preferences for foods with non-genetically modified ingredients resulted in steep demand for natural food & drinks. Increase in demand for "clean label" products is due to increase in health awareness and media coverage about the drawbacks of foods containing Genetically modified organisms(GMOs). In addition, the "clean label" products are gaining popularity as natural food & drinks market trends and recently pushed into the mainstream market by popular books, television shows, and celebrity endorsements. However, high costs of natural food & drinks compared to conventional food products hamper the natural food & drinks market growth.

The natural food & drinks market is segmented on the basis of product type, distribution channel, packaging, and region. Depending on product type, it is categorized into natural food and natural drinks. As per distribution channels, it is classified into supermarkets/hypermarkets, natural or health food store, convenience stores, online retails, and others. As per packaging, it is categorized into paperboard, cans, and others. According to packaging, it is categorized into paperboard, cans, and others Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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The key companies profiled in the Natural Food & Drinks Industry report include Archer Daniels Midland Company, Bunge Ltd., Earths Best, Amy's Kitchen, Nestle S.A., 365 Everyday Value, Organic Valley, ConAgra Foods, Dean Foods, and General Mills.

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