Fiber Fortified Beverages Market Future Forecast Indicates Impressive Growth Rate

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Pune, Maharashtra -- (SBWire) -- 05/16/2019 --Market Outlook: Fiber Fortified Beverages

The digestive system is responsible for catalyzing the food products consumed and absorption of vitamins and minerals from food and nutritional supplements, maintaining the digestive health is a very important factor in optimizing nutrient intake and preventing deficiency-related bodily conditions. Owing to this, the demand for fiber-based food and beverages is increasing in the global market. One of the newest product in the category of fiber-based products is fiber fortified beverages. Currently, the beverage manufacturers are offering fiber fortified beverages as one of the newest drink to increase fiber intake. Adding fibers in beverages adds functionality to drink or provides an additional value to consumers such as fiber fortified beverages. Functional beverages have already become the part of today's healthy lifestyle but consumers are also seeking for products that offer some extra added health benefits such as fiber fortified beverages. Increasing problems related to digestion, consumers are seeking for products enriched with high fiber content. Consumers are looking for ways to add fiber to their daily routine as it is helpful in problem-related to constipation, irritable bowel syndrome, and other health problems related to digestive system. Owing to this beverage manufacturers are launching wide range of fiber fortified beverages. Range of fiber fortified beverages includes berries based flavored fiber fortified beverage, fiber fortified drinkable yogurt, fiber fortified water, and many others.

Reasons for Covering Fiber Fortified Beverages as a Title

Increasing fiber intake in daily routine life may lower risk for developing digestive problems and other chronic diseases. For instance, to consume high fiber content food, consumers are primarily preferring for products which are easy to consume. To meet the rising demand of consumers seeking for high fiber content food and beverages, fiber fortified beverages is one of the solutions for consumer needs. For instance, as per the "Dietary Guidelines for Americans", the adequate intake for fiber for men is 38 gram per day and for women, it is 25 gram per day, but intakes average is only 15 gram per day. Owing to this, it is expected that fiber fortified beverages are one of the preeminent options for consumers seeking for products enriched with high fiber contents. Furthermore, consumer awareness regarding better ways to pull off problems related digestive system and other health-related issues, consumers are seeking towards the consumption of food and beverages enriched with fiber. This factor has compelled the beverage manufacturers to offer fiber fortified beverages with health benefits.

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Global Fiber Fortified Beverages: Market Segment

On the basis of type, the global fiber fortified beverage market has been segmented as –
Regular
Flavored
Tropical Fruits
Berries
Others
Milk based Drinks

On the basis of distribution channel, the global fiber fortified beverage market has been segmented as –

Hypermart/Supermarket
Convenience Stores
Food & Drink Specialty Stores
Specialty Stores
Online Retail
Others

On the basis of region, the global fiber fortified beverage market has been segmented as –

North America
Latin America
Europe
Asia Pacific
Middle East & Africa

Fiber Fortified Beverages Market: Key Players

Some of the key players operating in the business of fiber fortified beverages are The Coca-Cola Company, Sanitarium, Karma Wellness Water, Califia Farms, hello water, Abbott Laboratories, and others.

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Opportunities for Market Participants in Fiber Fortified Beverages Market

The increasing demand for healthy beverages across the globe is expected to create opportunities for players in the global functional beverage market. The ever-rising demand for functional beverages with natural ingredients is expected to result in significantly high sales of fiber fortified beverages. Players operating in the functional beverages market are expected to leverage this opportunity in near future. Beverage manufacturers are highly focusing on research and development activities to enhance the nutritional and multifunctional profile of drinks which offer extra added health benefits. Manufacturers are trying to make products more nutritious and healthy or that offers extra added health benefits, following the functional or health trend in the beverage industry.

Brief Approach to Research

Our analysis will follow a modelling-based approach and triangulation methodology to estimate data covered in this report. A detailed market understanding and assessment of the applications, types, forms and end uses of the product segments covered in the study is followed by carrying out a demand-side approach to estimate the sales of target product segments, which is then cross-referenced with a supply-side assessment of value generated over a pre-defined period. The statistics and data is collected at a regional level, consolidated and synthesized at a global level to estimate the overall market sizes.

Key Data Points Covered in the Report
Some of the key data points covered in our report include:

An overview of the fiber fortified beverages market, including background and evolution
Macroeconomic factors affecting the fiber fortified beverages market and its potential
Market dynamics, such as drivers, challenges and trends in fiber fortified beverages market
Detailed value chain analysis of the fiber fortified beverages market
Cost structure of the products and segments covered in the study of fiber fortified beverages
In-depth pricing analysis, by key product segments, regions and by major market participants in fiber fortified beverages market
Analysis of supply and demand, such as top producing and consuming geographies, imports/exports and overall trade scenario
Analysis of the market structure, including a tier-wise categorization of key market participants in fiber fortified beverages market
Competitive landscape of the market, including detailed profiles of the top players in fiber fortified beverages market

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