
Description:
About coconut water
Coconut water is a clear liquid extracted from unripe (green) coconuts. It is technically called a fruit juice and is a popular drink among consumers in tropical countries. In many countries such as India, Sri Lanka, and Thailand, the juice is commonly sold fresh by street vendors. Packaged coconut water is prepared by extracting liquid from selected tender fresh coconuts through a special process and then packaged in food grade cans, pet bottles, and cartons. Packaged coconut water usually has a shelf life of 9-18 months depending on the brands. Coconut water is the perfect natural energy drink and has a lot of health benefits.

The report forecasts the global coconut water market to grow at a CAGR of 25.24% in terms of revenue over the period 2014-2019.

Covered in this report
This report covers the present scenario and growth prospects of the global coconut water market for the period 2015-2019. The report also covers the segmentation of the global coconut water market. The market size and forecasts provided in this report are calculated based on the following criteria of packaged coconut water:
- Revenue measured in $ terms
- Volume measured in gallons

In terms of product category, the market size is calculated based on the following two category:
- Sweetened coconut water
- Unsweetened coconut water

For the purpose of study, the sales of packaged coconut water from the following geographies were considered:
- Americas: US, Canada, Brazil, Mexico, Peru, Colombia, Argentina and Venezuela
- EMEA: Austria, Belgium, Denmark, France, Finland, Germany, Greece, Italy, Netherlands, Norway, Poland, Romania, Russia, Saudi Arabia, South Africa, Spain, Sweden, the UAE, and the UK
- APAC: Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Thailand, and Vietnam

The report also discusses the key distribution channels through which the coconut water sales occur globally, including
- Hypermarkets and supermarkets
- Convenience stores
- Specialist retailers
- Other (Vending machines, gas stations, discounters, cash and carry retailers, and other small)

The report also discusses the major drivers that influence the growth of the market. In addition, it summarizes the challenges faced by the vendors and the market at large, as well as the key trends that are emerging in the market.

The report, Global Coconut Water Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. It covers the landscape of the global coconut water market and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key regions
- Americas
- APAC
- EMEA

Key vendors
- Coca-Cola(Zico)
- PepsiCo(One)
- Vita-Coco
Other prominent vendors
- Amy & Brian Naturals
- Bai
- Blue Monkey Waters
- Bush Farm Trading Post
- C20 Pure Coconut Water
- C-Coconut Water
- CHI Coconut Water
- Coco Libre
- Cokoal
- Ducoco
- Edward & Sons
- FOCO
- Frolic Foods
- GNC Holdings
- Green Coco
- H2COCO
- Harmless Harvest
- INVO Coconut Water
- ITI Tropicals
- Jax Coco
- Naked Juice
- Nudie
- Organic Avenue
- Pulse Beverage
- Pure Brazilian Coconut Water
- Purity Organic
- Raw C
- Taste Nirvana International
- Temple Lifestyle Inc.
- Thai Agri Foods Public
- Whole Foods Market
- Zola
- Zumi Natural Ltd. (Coco Zumi)

Key Market drivers
- Growing health consciousness among consumers
- For a full, detailed list, view the full report

Key Market challenges
- Sourcing of tender coconuts
- For a full, detailed list, view the full report

Key Market trends
- Ethical consumerism - a new emerging trend
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

Contents:
PART 01: Executive summary
Highlights
PART 02: Scope of the report
Market overview
Offerings of the top vendors

PART 03: Market research methodology
Research methodology
Economic indicators

PART 04: Introduction
Key market highlights

PART 05: Market landscape
Largest coconut producing countries
Market size and forecast
Five forces analysis

PART 06: Market segmentation by product type

PART 07: Market segmentation by distribution channel

PART 08: Geographical segmentation
Global coconut water market geographical segmentation
Coconut water market in Americas
Coconut water market in EMEA
Coconut water market in APAC

PART 09: Key leading countries

PART 10: Market drivers

PART 11: Impact of drivers

PART 12: Market challenges

PART 13: Impact of drivers and challenges

PART 14: Market trends

PART 15: Vendor landscape
Competitive scenario

PART 16: Key vendor analysis
Coca-Cola
PepsiCo
Vita Coco

PART 17: Appendix
List of abbreviations

PART 18: About the Author

List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: Leading countries by coconut production 2012 (million metric tons)
Exhibit 03: Global coconut water market 2014-2019 ($ billions)
Exhibit 04: Global coconut water market 2014-2019 (million gallons)
Exhibit 05: Five forces analysis
Exhibit 06: Product segmentation 2014
Exhibit 07: Global unsweetened coconut water market 2014-2019 (millions of gallons)
Exhibit 08: Global sweetened coconut water market 2014-2019 (millions of gallons)
Exhibit 09: Global coconut water market by distribution channel 2014
Exhibit 10: Global coconut water market by geographic segmentation by revenue 2014
Exhibit 11: Coconut water market in Americas ($ millions)
Exhibit 12: Coconut water market in EMEA ($ millions)
Exhibit 13: Coconut water market in APAC 2014-2019 ($ millions)
Exhibit 14: Key leading countries by revenue
Exhibit 15: Coconut water market in US 2014-2019 ($ millions)
Exhibit 16: New flavor launches 2014
Exhibit 17: Coconut water market in UK 2015-2019 ($ millions)
Exhibit 18: Coconut water market in Brazil 2014-2019 ($ millions)
Exhibit 19: Impact of drivers
Exhibit 20: Impact of drivers and challenges
Exhibit 21: Leading vendors by market share 2014
Exhibit 22: Coca-Cola: Business segmentation
Exhibit 23: Coca-Cola: Business segmentation by revenue 2014
Exhibit 24: Coca-Cola: Business segmentation by revenue 2013 and 2014 ($ millions)
Exhibit 25: Coca-Cola: Geographical segmentation by revenue 2014
Exhibit 26: Pepsi Co: Geographical segmentation by revenue 2014
Exhibit 27: Vita Coco: Product segmentation

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3448911/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- Web Address: http://www.researchandmarkets.com/reports/3448911/
- Office Code: SCISLGZF

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

- Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
- First Name: ___________________________ Last Name: ___________________________
- Email Address: * ___________________________
- Job Title: ___________________________
- Organisation: ___________________________
- Address: ___________________________
- City: ___________________________
- Postal / Zip Code: ___________________________
- Country: ___________________________
- Phone Number: ___________________________
- Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World