
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
- Cocojal
- 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?
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