

Superfoods Market Report 2020: Global Industry Overview, Sales Revenue, Growth and Demand 2025



Sheridan, Nov 20, 2020 (Issuewire.com) - According to the recent report by IMARC Group, titled **“Superfoods Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2020-2025,”** the global superfoods market grew at a CAGR of about 7% during 2014-2019. Superfoods are mostly plant-based foods and some dairy and fish products which are nutritionally dense and low in calories, which make them good for health. Some of the most commonly consumed superfoods include dark leafy vegetables, berries, eggs, legumes, tea, dark chocolate, nuts and seeds, avocado, salmon, roots, and herbs. They are highly rich in essential vitamins, fatty acids, minerals, antioxidants, and fibers. As a result, superfoods aid in preventing heart diseases, respiratory issues, digestive problems, and diabetes; and improving immunity, energy levels, and metabolism. Due to these benefits, superfoods are being increasingly incorporated in several food products, such as instant food mixes, cereals, and confectioneries.

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We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Global Superfoods Market Trends:

High prevalence of lifestyle diseases like diabetes and obesity have led to various kinds of medical

ailments. This has increased consumer interest in a healthy diet and an inclination toward superfoods as they are rich in several nutrients, thereby driving the market growth. Moreover, manufacturers are including superfoods in ready-to-eat food products due to their rising consumption. With the proliferating working population and their inflating income levels, the sales of takeaway food has witnessed a significant growth, which, in turn, has propelled the consumption of superfoods. Furthermore, consumers are becoming conscious regarding the ingredients used in their foods and beverages, thus becoming aware about the adverse effects of artificial ingredients. As a result, the growth of clean-label ingredients has been significant which has compelled the manufacturers to include organic ingredients in their products to create a strong foothold in the market. Consequently, the key players are launching new products keeping the interests of consumers in consideration. On account of these factors, the market is expected to grow continuously during the forecast period (2020-2025).

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Breakup by Product Type:

- Fruits
- Vegetables
- Grains & Seeds
- Herbs & Roots
- Meat
- Others

Breakup by Application:

- Bakery and Confectionery
- Beverages
- Supplements
- Convenience/Ready-to-Eat Foods
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Stores
- Independent Small Grocery Stores
- Online Sales
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia Pacific
 - China

- Japan
- India
- South Korea
- Australia
- Indonesia
- Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia
 - Others
- Latin America
 - Brazil
 - Mexico
 - Others
- Middle East and Africa
 - Turkey
 - Saudi Arabia
 - Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Archer-Daniels-Midland Company, Creative Nature Ltd, Del Monte Pacific Ltd, Healthy Truth, Nature's Superfoods LLP, Navitas LLC, Nutrisure Limited (Supernutrients), Rhythm Superfoods LLC, Suncore Foods Inc, Sunfood Corporation and Superlife Co. Pte. Ltd.

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