

Growing nutritional awareness drives weight management beverages market

Rapid gravitation toward cognitive wellbeing and growing proclivity for nutritional products remain the key growth levers of the weight management beverages landscape. A new [report by Fact MR](#) projects that the weight management beverages market is anticipated to grow at a CAGR of over 3.6% from 2018 to 2027.



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A combination of evolving dietary patterns and consumer sentiments around attaining a healthy weight is considered to be driving the growth of the weight management beverages market. As per the study, consumers are actively adopting beverages that come with natural and clean labels.

The report identifies a significant rise in popularity of beverages with ingredients rich in bioactive polyphenols, on account of their advantages in effective weight management.

The appetite for healthier options offering a tasty and unique experience among consumers is spurring the sales of non-carbonated beverages, with an anticipated \$25,000 million opportunity likely to emerge by 2027. According to the report, tea bags will continue to be the highly preferred form of consumption. This segment is likely to hold the highest revenue share and is likely to gain traction over the next nine years.

Downsizing of packaging has been observed to be a successful strategy in the weight management beverages market, from

the sales standpoint. Smaller packaging has been identified to gain widespread traction, on the back of rising consumer awareness regarding portion size and sugar intake. The global weight management beverages landscape is likely to be influenced by persistent intervention of key authorities and regulations, such as FDA and EU regulations, to standardise levels of sugar concentration.

Europe is likely to dominate the weight management beverage market with an anticipated valuation to surpass \$13,000, followed by North America. The lucrativeness of this region can be accredited to the consistent hike in consumer demand for healthier nutrition sources over conventional food.

Latin America has also been identified as an emerging nation with profit-making avenues for the market players and is slated to grow at a CAGR of 4.9% during the assessment timeline. With health and wellness concerns increasing at a meteoric rate in this region owing to surging obesity rates, a broad category of health-savvy consumers is fueling the influx of new products in the weight management beverages market space.

Key companies are foraying into new opportunities by expanding quick pick and pay stores, as a vital part of their differential strategies to enhance overall consumer reach. Manufacturers are expected to focus on enhancing the overall appeal of their products with a natural look, especially when they are marketed with the claim of having wellness positioning.

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