



Beverage Trends for Coconut



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for the **ASIAN FOOD SUPPLY CHAIN**

Tetra Pak to boost beverage production



- According to Asia Pacific Packaging, global food processing and packaging giant **Tetra Pak** is looking to push its coconut water production with the marketing release of a coconut handbook (Clover, 2016).
- The leading producers in the world are **Indonesia**, **Philippines** and **India**. Together, these countries account for over 75% of total coconut production globally (Clover, 2016; Tetra Pak, 2016).
- On the other hand, one of the world's largest producers of coconut milk products, Theppadungporn Coconut Co (TCC) have invested for **UHT packaging** machines for coconut milk and coconut juice (PackWebasia.com., 2014).

Segmentation by product type and analysis of the coconut water market



➤ Sweetened

➤ Unsweetened

- The unsweetened water segment is expected to grow a faster rate compared to the sweetened segment over the predicted period.
- The increase in consumer demand for beverages without added-sugar and other preservatives is the major driving factor for this segment's growth.
- The unsweetened coconut water is bland in terms of taste and does not interfere with any other flavors. It is a 100% juice product with simple ingredients and can be developed with an ideal viscosity level and an improved nutritional profile.
- Organic coconut water is sold in the form of powder (dried) and liquid coconut water.

Source from: Technavio, December 2016; Transparency Market Research, 2016.

Segmentation by flavour type and analysis of the coconut water market



➤ Flavoured

➤ Plain

- Flavored coconut water is gaining popularity in the market due to the increase in demand for nutritious, blended better-for-you beverages among the millennials across the globe. Consumers are opting for natural flavoring agents and without any added sugar coconut water.
- Based on the type of flavor, organic coconut water can be classified as **aloe vera, natural, grape and pear, white grape, mango, pineapple, and coffee.**

Source from: Technavio, December 2016; Transparency Market Research, 2016.



Market Examples





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Unsweetened Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>So Delicious Unsweetened Coconut Milk Beverage</p>	<p>Organic Coconut Milk (Water, Organic Coconut Cream), Calcium Phosphate, Magnesium Phosphate, Carrageenan, Guar Gum, Vitamin A Palmitate, Vitamin D2, L-selenomethionine (Selenium), Zinc Oxide, Folic Acid, Vitamin B12.</p>	<p>https://www.amazon.com/So-Delicious-Dairy-Free-Unsweetened/dp/B005HGJ8IM</p>
	<p>Rude Health Coconut Drink Unsweetened</p>	<p>Natural Spring Water, Organic Rice, Organic Coconut Butter (2%), Sea Salt</p>	<p>http://www.waitrose.com/show/DisplayProductFlyout?productId=469919</p>

Unsweetened Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>Silk Unsweetened Coconutmilk</p>	<p>Coconut milk (Filtered Water, Coconut Cream), Contains 2% or less of: Vitamin and Mineral Blend (Calcium Carbonate, Vitamin A Palmitate, Vitamin B12, Vitamin D2), Sea Salt, Natural Flavor, Sunflower Lecithin, Locust Bean Gum, Gellan Gum.</p>	<p>https://silk.com/products/unsweetened-coconutmilk</p>
	<p>Vitasoy Coconut Milk Unsweetened</p>	<p>Filtered Water, Coconut Cream, Inulin, Minerals (Calcium Phosphate), Emulsifer (471), Stabilisers (407,418), Natural Flavour and Sea Salt.</p>	<p>http://www.soy.com.au/product/coconut-milk-unsweetened/</p>



Unsweetened Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>Dream Blends Original Unsweetened Coconut, Almond & Chia Drink</p>	<p>Water, Nut And Seed Blend (Coconut Cream, Almonds, Chia Seeds), Tricalcium Phosphate, Carrageenan, Sea Salt, Gelian Gum, Natural Flavors, Vitamin E (D-Alpha Tocopheryl Acetate), Vitamin A Palmitate, Vitamin D2 and Vitamin B12.</p>	<p>https://www.walmart.com/ip/Dream-Blends-Original-Unsweetened-Coconut-Almond-Chia-Drink-32-fl-oz/35868965</p>
	<p>Pacific Foods Organic Coconut Milk, Unsweetened Vanilla</p>	<p>Water, Coconut Cream, Coconut Water Concentrate, Natural Vanilla Flavor, Natural Flavors, Sodium Citrate, Tricalcium Phosphate, Xanthan Gum, Gellan Gum, Guar Gum, Vitamin A Palmitate, Vitamin D2, Vitamin B12 and Zinc Oxide.</p>	<p>http://www.pacificfoods.com/food/non-dairy-beverages/nut-grain-beverages/organic-unsweetened-coconut-vanilla.aspx</p>



Sweetened Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>CocoPro High Protein Coconut Water, Germany</p>	<p>Pure Coconut Water 46%, Water, Pineapple Juice from Concentrate 9%, Whey Protein Isolate (Milk) 7.1%, Dietary Fibre, Natural Vanilla Flavouring with other Natural Flavourings, Stabiliser: Pectin, Vitamin C, Sweetener: Steviol Glycosides.</p>	<p>https://www.ocado.com/webshop/product/CocoPro-High-Protein-Coconut-Water/271153011</p>
	<p>Vita Coco Natural Coconut Water, Philippines</p>	<p>Natural Coconut Water, Less Than 1% Fruit Sugar, Vitamin C.</p>	<p>https://www.ocado.com/webshop/product/Vita-Coco-Natural-Coconut-Water/54832011</p>



Sweetened Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>Waitrose Coconut Drink Original</p> <p>UHT Sweetened coconut drink with added calcium and vitamins</p>	<p>Water, coconut cream (4%), sugar, maize maltodextrin, tricalcium phosphate, stabilisers carrageenan, guar gum and xanthan gum, flavouring, sea salt, emulsifier sunflower lecithin, Vitamin B12 and Vitamin D.</p>	<p>http://www.waitrose.com/shop/DisplayProductFlyout?productId=451550</p>
	<p>Bottlegreen Sparkling Mango & Coconut</p>	<p>Carbonated Cotswold Spring Water, Sugar, Mango Juice from Concentrate (4%), Coconut Water (4%), Citric Acid, Natural Flavourings.</p>	<p>http://www.waitrose.com/shop/DisplayProductFlyout?productId=343404</p>

Sweetened Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>The Good Whey Co. Upbeat Coconut & Pineapple</p> <p>Whey Protein (an Extract of Milk) Drink, Blended with Coconut Water, Fruit Juice and Sweetener</p>	<p>Whey Protein Concentrate from (Milk) (83%), Coconut Water (8%), Pineapple Juice (8%), Stabiliser (Pectin), Acidity Regulator (Lactic Acid), Natural Coconut Flavouring with Other Natural Flavourings, Milk Calcium Complex and Sweetener (Sucralose).</p>	<p>http://www.waitrose.com/shop/DisplayProductFlyout?productId=538778</p>
	<p>Life Tonics Coconut & Mint</p> <p>Revive Coconut & Mint</p>	<p>Water, Coconut Water from Concentrate, Natural Fruit Extracts, Malic Acid and Citric Acid, Natural Flavouring, Acidity Regulators: Calcium Lactate, Potassium Citrates and Magnesium Carbonates, Preservative Potassium Sorbate, Natural Valerian-Flavouring, Antioxidant Ascorbic Acid, Vitamin Blend: Vitamin C, Niacin, Vitamin B6, Vitamin B1, Vitamin B12, Ginseng Extract, Sweetener Steviol Glycosides</p>	<p>http://www.waitrose.com/shop/DisplayProductFlyout?productId=437766</p>



Plain Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>Innocent Coconut Water, Thailand</p>	<p>100% Pure Coconut Water.</p>	<p>https://www.ocado.com/webshop/product/Innocent-Coconut-Water/279065011</p>
	<p>Rebel Kitchen Raw Organic Coconut Water, Philippines</p>	<p>100% Organic Young Green Coconut Water.</p>	<p>https://www.ocado.com/webshop/product/Rebel-Kitchen-Raw-Organic-Coconut-Water/234692011</p>

Plain Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>MightyBee Organic Virgin Coconut Water, Thailand</p>	<p>100% Pure Coconut Water.</p>	<p>https://www.ocado.com/webshop/product/MightyBee-Organic-Virgin-Coconut-Water/34914601 <u>1</u></p>
	<p>Naked Coconut Water</p>	<p>Coconut Water (Not from Concentrate (99%), from Concentrate (1%).</p>	<p>https://www.ocado.com/webshop/product/Naked-Coconut-Water/284097011</p>

Plain Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>Chi 100% Organic Raw Nam Hom Coconut Water,</p>	<p>100% Organic Coconut Water.</p>	<p>https://www.ocado.com/webshop/product/Chi-100-Organic-Raw-Nam-Hom-Coconut-Water/283404011</p>
	<p>Jax Coco Coconut Water, Philippines</p>	<p>Coconut Water 100%.</p>	<p>https://www.ocado.com/webshop/product/Jax-Coco-Coconut-Water/203882011</p>

Flavoured Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>Windz Coconut Juice Drink with Nata de Coco, Malaysia</p>	<p>Water, Nata De Coco, Sugar, Coconut Concentrate, Seaweed Powder, Citric Acid, Malic Acid, Sorbic Acid, Sodium Citrate, Permitted Flavour.</p>	<p>https://www.ocado.com/webshop/product/Windz-Coconut-Juice-Drink-with-Nata-de-Coco/249555011</p>
	<p>Vita Coco Coconut Water, Philippines</p>	<p>Coconut water, mango puree, peach puree and vitamin C.</p>	<p>http://my.iherb.com/Vita-Coco-Coconut-Water-with-Peach-Mango-11-1-fl-oz-330-ml/34689</p>

Flavoured Coconut Beverages

Descriptions



Coco Cafe Latte Coconut Coffee, UK

Coconut Water (53%), **Milk** (40%), Coffee Extract (4%), Sugar, Natural Flavourings, Carrageenan and Sodium Phosphate.

<https://www.ocado.com/webshop/product/Coco-Cafe-Latte-Coconut-Coffee/81136011>





Go Coco Coconut Water, Thailand

Coconut Water (99.6%), Natural Flavourings and Citric Acid.

<https://www.ocado.com/webshop/product/Go-Coco-Coconut-Water/200139011>

Flavoured Coconut Beverages

Products	Product Name and Descriptions	Ingredients	Reference
	<p>Koko Longlife Dairy Free Coconut Drink</p> <p>A dairy free alternative to milk made with coconut milk, calcium + vitamins B12 & D2</p>	<p>Water, Coconut Milk (6.5%), Sugar, Maltodextrin, Cocoa Powder (1.25%), Calcium Phosphate, Emulsifier: Sucrose Ester, Thickener: Guar Gum, Sea Salt, Natural Flavouring, Vitamin D2, Vitamin B12.</p>	<p>https://www.oca.do.com/webshop/product/Koko-Dairy-Free-Chocolate--Calcium-Milk-Alternative-UHT/70294011</p>
	<p>Alpro Coconut Chocolate</p>	<p>Water, Coconut Milk (3.3%) (Coconut Cream, Water), Sugar, Almond (1.3%), Calcium (Tri-Calcium Phosphate), Sea Salt, Stabilisers (Gellan Gum, Locust Bean Gum), Emulsifier (Sunflower Lecithin), Flavouring, Vitamins (Riboflavin (B2), B12, E, D2), Acidity Regulator (Monopotassium Phosphate).</p>	<p>https://www.oca.do.com/webshop/product/Alpro-Fresh-Coconut--Almond-Milk-Alternative/296900011</p>

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