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BevCanna to expand plant-based & alkaline products into APAC markets

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An emerging leader in innovative health and wellness beverages and consumer products, BevCanna Enterprises Inc. has recently announced its anticipated expansion into the Asia Pacific (APAC) region, through its wholly-owned subsidiary Naturo Group.



TRACEâ??s plant-based and alkaline wellness products to expand into key markets of Japan, China and the Philippines

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After completing a comprehensive market, distribution and partner assessment, the Company intends to initially launch its portfolio of TRACE health and wellness products in the key markets of Japan, China, and the Philippines, through multi-channel distribution outlets including e-commerce, retail, and wholesale.

With a combined population of 1.633 billion people, or 21 percent of the world’s citizenry, the three countries signify a substantial opportunity for BevCanna. The markets’ growing and prosperous middle-class consumer base represents an ideal demographic for the TRACE products, as consumers increasingly opt for healthier lifestyle choices. The global nutraceutical market size is projected to reach $722.49 billion by 2027, expanding at a CAGR of 8.3% over the forecast period; Asia-Pacific is expected to witness the fastest growth over the forecast period, particularly in Japan and China.

TRACE’s proprietary plant-based mineralized beverages and nutraceuticals contain fulvic and humic minerals, sourced from ancient organic compounds that are highly concentrated sources of trace minerals. Recognized benefits of the Health Canada-approved formulations include cognitive performance, gut health, immune function, and aiding the body in metabolizing carbohydrates, fats, and proteins.