

Juice in Belgium

Market Direction | 2022-11-16 | 32 pages | Euromonitor

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Report description:

Consumption patterns and sales in juice are returning to pre-pandemic trends in 2022, following the uptick seen in retail sales during the time of the COVID-19 lockdowns. This is resulting in negative volume due to the perceived high sugar content in juice bucking health and wellness trends. In particular, as juice is typically consumed in the morning and consumers are becoming more aware of the importance of a healthy breakfast, many people are steering away from juice as a morning beverage. Su...

Euromonitor International's Juice in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Juice market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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JUICE IN BELGIUM

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Juice returns to its negative pre-pandemic trend due to high sugar content

Juice drinkers switch from concentrated to 100% juice, in line with health and wellness trends

Juice drinks steal shares from carbonates, due to perceived "healthier" image in comparison

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