

Juice in Spain

Market Direction | 2022-11-29 | 36 pages | Euromonitor

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Report description:

Demand for juice through off-trade continues to decline in 2022, largely following review period trends in Spain. The channel only witnessed a marginal improvement in 2020 due to home seclusion and the closure of on-trade establishments. Juice retains a perception of being unhealthy and sugar-laden in Spain, contrasting with current demands of local consumers for healthy, low sugar and reduced calorie drinks. Key consumption occasions for juice, such as mealtimes, are also experiencing heightene...

Euromonitor International's Juice in Spain 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.

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Table of Contents:

Juice in Spain
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List Of Contents And Tables

JUICE IN SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Juice continues to face major competition from other soft drinks

Players continue to innovate despite challenges

Strength of private label shows no sign of abating

PROSPECTS AND OPPORTUNITIES

Overall declining trend to continue, although on-trade sales likely to continue growing over early forecast period

Some positivity for coconut and other plant waters, albeit from a low base

Innovation required to attract consumers back to juice

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 2 Off-trade Sales of Juice by Category: Value 2017-2022

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

SOFT DRINKS IN SPAIN

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022
Table 28 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022
Table 29 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022
Table 30 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022
Table 31 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 32 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 33 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 34 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 35 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 36 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 37 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 38 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 40 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 41 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 43 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 44 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 45 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 46 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 47 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 48 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Spain

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SOURCES

Summary 1 Research Sources

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