

Juice in the Philippines

Market Direction | 2022-11-28 | 30 pages | Euromonitor

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Report description:

Juice drinks came under further pressure during the pandemic as the closure of schools throughout the Philippines eliminated numerous out-of-home consumption occasions. Many of the leading juice drinks brands, including Minute Maid, Sunglo, and Zest-O, target school pupils and the small pack sizes of these products make them a popular addition to school lunchboxes. Therefore, the closures of schools in 2020 and 2021 placed pressure on the category, exacerbating volume and value sales declines ov...

Euromonitor International's Juice in Philippines 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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Delayed return to face-to-face school classes hampers progress in juice

Del Monte retains number one spot, supporting growth in 100% juice

Small local grocers leads juice in 2022 though e-commerce remains a magnet for both players and consumers

PROSPECTS AND OPPORTUNITIES

Rising health consciousness will continue to inform development in juice over the forecast period, while economic worries will see more promos and multipacks appear

Juice drinks to feel impact of sugar tax on cost-competitiveness

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