

Juice in Pakistan

Market Direction | 2022-12-09 | 26 pages | Euromonitor

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Report description:

In 2022, the Nestle Fruita Vitals range was extended with a new sparkling juice offer in two flavours (lime and peach). In this way, Nestle aims to tap into a new product area and introduce innovative products to appeal to a demanding young consumer audience in the country. With a good response to the new sparkling juice from consumers, the leading player has added another flavour, apple, to the Nestle Fruita Vitals sparkling juice offer. Seeing the positive response to Nestle's new offering, an...

Euromonitor International's Juice in Pakistan 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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JUICE IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Carbonated fruit drinks appear in the category

Urban consumers are more aware of juices that are low in preservatives and carry "cleaner" labels

Nestle leverages wide distribution and brand building initiatives to remain the leading player

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Modern retailers to flourish in a modernising retail landscape

Impulse packs and new brands to make gains in the forecast period

Nectars and reconstituted 100% juice to grow in popularity

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