

Juice in the US

Market Direction | 2022-12-07 | 37 pages | Euromonitor

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Report description:

After temporary off-trade volume growth for juice in 2020, sales turned to decline in 2021, and this is set to continue in 2022, although sales will remain far higher than the pre-pandemic level. Consumers have increasingly moved towards healthier consumption patterns, seeking fewer calories and low to no sugar and additives, as a greater number of healthier alternatives are developed for both adults and children. Manufacturers of juice drinks are therefore now attempting to introduce healthier...

Euromonitor International's Juice in USA 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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