

Juice in China

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Report description:

The overall juice category has been volatile in 2022, with off-trade volume and current value sales set to see slight declines for another year. The main factor causing the lower consumption of juice is the increasing consumption of healthy drinks, such as functional beverages and lower sugar ready-to-drink beverages. In addition, the trend towards avoiding packaged juices that are high in calories and sugar is growing as more people become aware of the health benefits of freshly squeezed juice,...

Euromonitor International's Juice in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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 CHINA

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Off-trade volume sales of juice continue to decline due to health concerns amongst consumers

Decline in off-trade sales of juice leads to struggles for several players in the category

The pandemic outbreak in 2022 raises demand for home delivery of juice

PROSPECTS AND OPPORTUNITIES

Not from concentrate (NFC) 100% juice set to grow over the forecast period

Brands in juice drinks will respond to decline through cost control and flavour innovation

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