

## **Juice in the US**

Market Direction | 2023-12-06 | 37 pages | Euromonitor

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### **Report description:**

Coconut water, led by Vita Coco, is rapidly expanding its presence in retail stores beyond core channels such as warehouse clubs. It is now more widely available in supermarkets, convenience stores, and via e-commerce channels. This growth is being driven by a new set of brands and product innovations, such as a focus on organic, cold press, or sustainability claims. Coconut water is also benefiting significantly from the hydration trend in the US, with more and more brands listing it as a main...

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 (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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