

Juice in Sweden

Market Direction | 2023-12-18 | 30 pages | Euromonitor

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Report description:

Overall, off-trade volume sales of juice dropped during 2023. This category is mature and packaged juice is not considered to be amongst the healthiest drinks. Reconstituted 100% juice and juice drinks (up to 24% juice) were most negatively affected, as a large share of retail sales in both categories consists of bulk purchases. The demand for bulk sales of juice fell most sharply.

Euromonitor International's Juice in Sweden 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 SWEDEN

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2023 DEVELOPMENTS

Divergent demand trends but overall off-trade volume decline for juice

Proviva and Brava jockey for the leading position

Foodservice continues to make gains as consumers resume pre-pandemic lifestyles

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