

Juice in South Africa

Market Direction | 2023-11-28 | 33 pages | Euromonitor

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Report description:

Popular juice brand Liqui-Fruit (Pioneer Foods (Pty) Ltd for PepsiCo Inc) has been rebranded. Its packaging has switched from a colourful box to a white background where the logo's colour is associated with the juice's flavour. When compared to the previous white outlined version that was less legible, this packaging aims to set a new standard for each box that is clearer to read. The box will additionally differentiate between flavours while allowing for easier recycling. A second strategy adop...

Euromonitor International's Juice in South Africa 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.

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Euromonitor International
May 2024

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