

Fruit Juices - China - June 2012

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"China's juice market is well established, but it is dominated by low-end varieties, such as juice drinks. Juice drinks' market share has been increasing over the past six years due to a number of factors, including rising inflation, low prices, and the strong performance of several key brands, particularly Coca-Cola's Minute Maid and Pepsi's Tropicana. High prices caused by insufficient supply of raw fruit suitable for juicing, high production costs and the slow development of supply chain, have limited the development of the high concentration juice market. High-income earners with high health-consciousness and low price-sensitivity are the targets of high concentration juice, imported juice and not-from-concentrate juice alike. Private label can be a point of entry for less well off, price-sensitive consumers for them to move into the high concentration juice segment."

– Xing Huang – Senior Research Manager

In this report we answer the key questions:

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- How can manufacturers increase consumer intake of high concentration juice?
- Why has the juice category's natural health positioning not been fully exploited?
- Which channels can help to drive the future growth of the market?
- What are the key areas in which fruit juices can compete more effectively against other beverage categories?

This market covers all ambient and chilled liquid and frozen sales of fruit and vegetable pure juices, nectars, juice drinks and carbonated fruit juices ie which consumers can drink without adding water, or frozen juice products which are reconstituted. It excludes syrups, cordial and squashes where consumers must add water. Market size data are based on retail (off-trade) and non-retail (on-trade) sales.

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