

Juice - China - November 2014

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“There is great market potential for vegetable juice to be positioned as a drink for mealtimes to fit busier lifestyles and a balanced nutrition intake needs of today's consumers. Lack of differentiation on juice products has been a big challenge for most market players in China, and juice brands need to learn how to build unique brand personality to stand out.”

– Hao Qiu, Research Analyst

This report looks at the following areas:

- Will vegetable juice be the next trendy drink to have during meals?
- How to encourage more consumers to drink packaged pure juices?
- Do consumers expect more personality from juice brands?

This report covers packaged fruit and vegetable pure juices, nectars and juice drinks which consumers can drink without adding water. It excludes powdered juice products, smoothies, syrups, cordial and squashes.

Total market size (by volume only) includes sales of packaged juice products through both retail (eg supermarket, convenience store, vending machine) and non-retail (eg Heroca, beverage processing industry) channels. Retail market size (by both volume and value) includes sales of all packaged juice products in retail (off-trade) channels. Please be aware that packaged juice products sold in on-trade channels (eg Horeca) are accounted as non-retail.

Mintel classifies juice into three different segments by concentration – pure juices, nectars and juice drinks.

Pure juices include pure fruit and vegetable juices that contain nothing but juice at the same strength and consistency as when the fruit and vegetable were squeezed, plus juices that are made from concentrates which are 100% pure but are reconstituted to their original strength after transportation. Examples of pure juice products are Huiyuan 100% Orange Juice, Weichuan Daily C Orange Juice and Dole 100% Apple Juice.

Nectars contain generally 25-99% fruit and vegetable juices and have added ingredients, mainly water. Examples of nectar products are Nongfu Orchard 30% Mixed Fruit and Vegetable Juice, Weichuan Xin Xian Zha Orange Juice and Coconut Palm Coconut Juice.

Juice drinks are still drinks that contain generally under 25% fruit and vegetable juice and have added ingredients, mainly water but also sweeteners, flavourings, colourings and/or vitamins. Examples of juice drink products are Wahaha Peach Juice Drink, Tropicana Orange Juice Drink, Uni-President Grape Juice Drink, and Master Kong Rock Sugar and Snow Pear Juice Drink.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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How to encourage more consumers to drink packaged pure juices?

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